

LIFE



INSIDE STORY OF THE COUP

BY EGYPT'S NEW 'STRONG MAN'

COLLEGE FASHIONS
TURTLENECK SWEATER

20 CENTS

AUGUST 25, 1952

REG. U. S. PAT. OFF.

Put yourself in the Arrow Collar that does the most for you!



DART

The nonwilt regular-point collar anyone can wear and almost everyone does. America's most popular white shirt. \$3.95



DALE

Same nonwilt collar style as Dart, but fabric is a finer premium broadcloth. Regular or French cuffs. \$5.00



GORDON DOVER

Button-down Oxford that can be worn by any man. Looks particularly good with casual clothes. (Favorite of the college set.) \$4.50



DREW

Comfortable low-band, nonwilt collar with medium-short points. You'll like Drew's smart appearance and comfort. \$3.95



BI-WAY

A smart-looking business shirt with sports shirt comfort. Spread collar illustrated is one of several Bi-Way collar styles. \$4.50



ARDEN

A nonwilt collar with neat, short widespread points. A very distinctive collar style, in which you will always look well dressed. \$3.95



ARROW PAR medium-spread, soft collar with stays. Regular or French cuffs. \$3.95. All Arrow shirts look especially smart with a handsome, perfect-knotting Arrow tie! All the ties shown on this page are Arrow Mayfair acetate foulards, \$1.50

Whatever Arrow style you buy you know you'll always get:

- Perfect-fitting collars, the best-looking collars made.
- "Sanforized" fabrics that won't shrink more than 1%.
- Better fit in the body and waist from Arrow Mitoga® tailoring.
- Extra-durable, securely anchored buttons.
- The easiest shirts in the world to iron.

ARROW WHITE SHIRTS

All prices subject to change by government regulation.

Cluett, Peabody & Co., Inc.

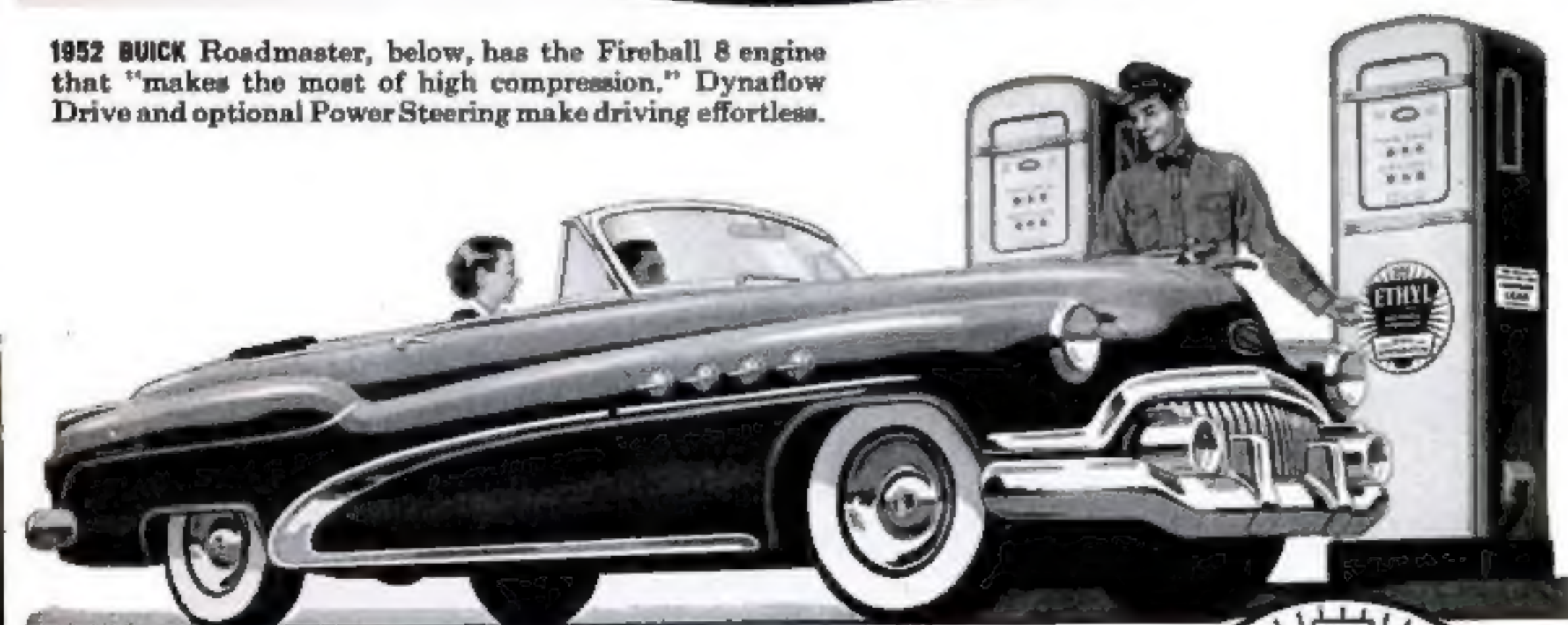


1908 BUICK, Model 10, was a fancy car that sold for around \$900. It had a four-cylinder, eighteen-horsepower engine. A popular feature was the "mother-in-law seat."

TODAY AS YESTERDAY

CARS RUN THEIR BEST ON THE BEST GASOLINE

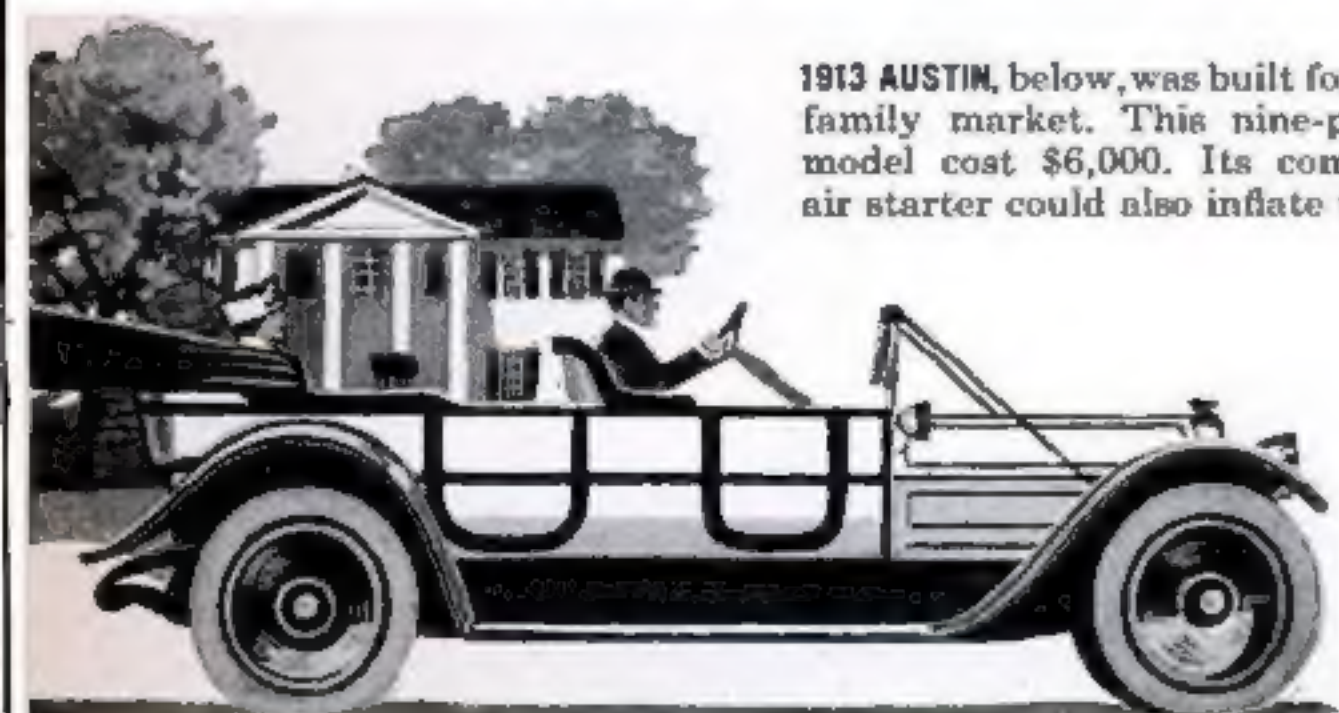
1952 BUICK Roadmaster, below, has the Fireball 8 engine that "makes the most of high compression." Dynaflo Drive and optional Power Steering make driving effortless.



With their polished leather seats and bright brass trim, yesterday's automobiles looked mighty good to their owners. But Grandpa will tell you they did not have enough power under the hood. That's one thing today's car owner isn't likely to complain about. The combination of a modern high compression engine and "Ethyl" gasoline gives plenty of power.

"Ethyl" gasoline is high octane gasoline. It helps modern high compression engines develop top power and efficiency. It's the gasoline you ought to buy. Remember, there's a powerful difference between gasoline and "Ethyl" gasoline.

1913 AUSTIN, below, was built for the big-family market. This nine-passenger model cost \$6,000. Its compressed-air starter could also inflate the tires.



1931 DUESENBERG, at the right, carried the name of a famous racing-car designer. It was built in Indianapolis. The big, eight-cylinder engine developed 265 horsepower.



ETHYL
CORPORATION

New York 17, New York
Ethyl Antiknock Ltd., in Canada



Artcarved

REGISTERED AND GUARANTEED
DIAMOND RINGS

Debra Paget
and
Michael Rennie
co-starring in the
20th Century-Fox
production
LES MISERABLES



Because she means so much...
choose a diamond ring
you can be sure of!

She knows how much you care, when she sees you've chosen an Artcarved® ring. Only a few diamonds in a hundred meet Artcarved's exacting standards of color, clarity, cut and carat weight. These fine gems, never before worn, are cut to high Artcarved standards, and set by Artcarved craftsmen to enhance each diamond's ageless beauty. Artcarved diamond rings are registered and guaranteed . . . backed by more than 100 years of quality leadership. Prices are nationally established. Look for the name Artcarved in the ring, on the tag. At better jewelers everywhere.

Free!

"How to Select Your Diamond Ring," helpful booklet tells you just how a diamond's value is judged. Write today to J. R. Wood & Sons, Inc., Dept. L-4, 216 E. 45th Street, New York 17, N. Y.

A. MONTERREY. Ring, \$375. Also from \$92.50 to \$1550. Wedding Ring, \$100. Groom's Ring, \$135. B. EDGE MONT. Ring, \$200. Also from \$100 to \$1550. Wedding Ring, \$100. C. OAKDALE. Ring, \$400. Also from \$162.50 to \$1200. Wedding Ring, \$187.50. Groom's Ring, \$21.50. D. RADCLIFFE. Ring, \$175. Also from \$69.50 to \$1500. Wedding Ring, \$25.00. Other diamond rings from \$75 to \$10,000. Rings enlarged to show detail. Prices include Fed. tax. Subject to change without notice.

*Trade Mark Reg.

NEW YORK • LONDON • AMSTERDAM • ANTWERP

Beloved by brides for more than 100 years (1850-1952)

LETTERS TO THE EDITORS

DEMOCRATIC CONVENTION

Sirs:

Thanks a million for good behind-the-scenes reporting on the Democratic Convention, namely, your pictures of labor bosses' strong-arm influence ("The Democrats Debate Loud in Zeal and Anger," *LIFE*, Aug. 4). The one of Senator Humphrey, Walter Reuther and Governor "Soapy" Williams is a doozy. All Americans should plant that photo firmly in their minds to remember on election day this November. . . .

Have the people decided that nothing can be done about collusion between labor bosses and key politicians?

A. G. PARKER

San Diego, Calif.

Sirs:

The dramatic photo of Senator Kefauver in his moment of defeat reflects the sensation of complete disillusionment experienced by his multitudinous and loyal supporters throughout the country.

ERNA G. CARROLL

Minneapolis, Minn.

Sirs:

President Truman stated that primaries were just a lot of eyewash. He must have known whereof he spoke. The people who made the special effort to vote in the primaries clearly indicated Senator Kefauver as their choice. The delegates disregarded their wishes. . . .

THELMA HAKKARAINEN

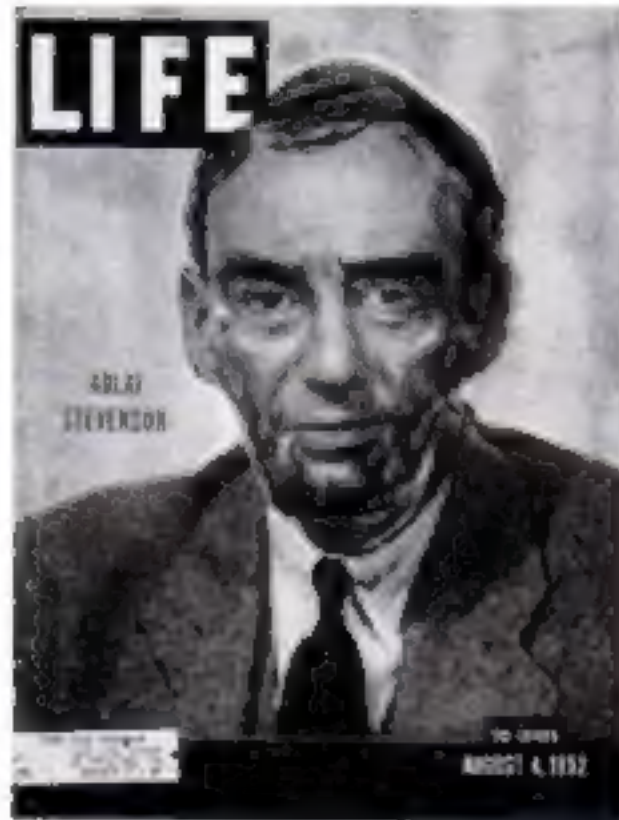
Westminster, Mass.

Sirs:

Just consider what a few less trips to the barber shop might do with a recalcitrant Whig vote in November. See my retouched cover of "Honest Abe" Stevenson (below).

E. B. SHAW

Grants Pass, Ore.



Sirs:

If the American people are too stupid, too calloused, too lacking in vision to heed the clarion call of this modern Isaiah, Adlai Stevenson, then we had best pour what is left of our civilization down the drain and give the ants a chance.

PHILIP SCHUYLER

Ramsey, N. J.

Sirs:

I'm for Stevenson's sons!

RACHEL BROWN

Santa Barbara, Calif.

Artcarved

GUARANTEED
WEDDING RINGS



One glance proves
there's a difference

It's true — a comparison will show you that there's a special luster, a special beauty about every Artcarved wedding ring. And best of all, years of wear will prove the wisdom of choosing a lifetime-guaranteed Artcarved® ring. Each one is hardened a special way . . . then carved in distinctive designs by Artcarved's own master craftsmen. Each one is guaranteed by 102 years of ringmaking leadership. Yet for all this extra value you pay no more! Look for the name Artcarved in the ring, on the tag.

A. CANILLO. Groom's Ring, \$42.50. Bride's Ring, \$37.50. B. INSPIRATION. Groom's Ring, \$16.00. Bride's Ring, \$13.50. Other Artcarved wedding rings from \$8.00. Prices incl. Fed. Tax. Subject to change without notice. Rings enlarged to show detail.

*Trade Mark Reg.

J. R. WOOD & SONS, INC.

NEW YORK, LONDON, AMSTERDAM, ANTWERP

Beloved by brides for more than
100 years (1850-1952)

BANTAM Electric Alarm is only 3½" tall. Moulded plastic case in lustrous ivory finish. Easy-to-read numerals and hands. Cheerful, clear-toned bell alarm. \$4.35. With luminous dial, Bantam is \$5.00.



is for Bantam,

and Baby Ben, too.

Wee little Westclox,
to rouse sleepy you.

One is electric
and one you just wind,

But in size and long life
they are two of a kind.



BABY BEN Alarm is the popular little brother of Big Ben. Has a quiet tick and steady call, adjustable to loud or soft. Black or ivory finish. Spring-driven. \$5.55. With luminous dial, he's \$6.60.

Prices do not include tax and are subject to change

WESTCLOX

Made by the makers of Big Ben



PRODUCTS OF

CORPORATION

LETTERS TO THE EDITORS

CONTINUED

Sirs:

Is this a special convention model Democrat with four arms, or just two run-of-the-mill Democrats with three arms each?

FRED W. SLIPPER

Ritzville, Wash.



EXTRA ARMS ARE MAYBANK'S

• Neither. That's an old three-manpower model, still popular in the South. Senator Burnet Maybank (hidden) and Delegate Edgar Brown supply motive power; Governor Byrnes has the driver's seat.—ED.

Sirs:

You refer to Chicago's Democratic political boss as "Jack" Arvey. Many newspapers and magazines refer to him as "Jake" Arvey. Which is it?

PAUL LOVEN

Glen Ridge, N. J.

• Jacob M. Arvey prefers the nickname "Jack," given him by his friends.—ED.

Sirs:

In your fine report you omitted the high point of the whole show. This was Senator Russell Long's politically dangerous act of defiance to the Dixiecrats during the hot fight over party loyalty. I don't agree with many of Senator Long's views, especially on racial matters, but his courage is to be applauded. His ill-famed father, Huey Long, never could have made a speech like that.

THOMAS J. CUMMINS

Los Angeles, Calif.



LONG ON THE ROSTRUM

MAINE COAST

Sirs:

The colorful, attractive aerial pictures in "The Shores of Maine" (LIFE, Aug. 4) show clearly why my family enjoys both LIFE and Maine.

Just a week ago today we were picnicking on rocky Griffith's Head and last Monday we pulled in 50 pollock from the waters off Kennebec Point.

C. HAMMOND BLATCHFORD
Hackettstown, N. J.

Sirs:

In your Maine essay there is a caption that states, "Brave Boat Harbor

CONTINUED ON NEXT PAGE

Get 5 times more active chlorophyll*

A chlorophyll toothpaste can do wonders—if it contains enough active chlorophyll. Chlorodent gives you up to 5 times more active chlorophyll!



VISIBLE PROOF!

Chlorodent tints your brush with the deep, rich green of chlorophyll itself. This proves that you are getting active chlorophyll—up to 5 times more! No other toothpaste gives you such dramatic proof.

GIVES YOU A

Clean Fresh Mouth All Day Long!

To have a clean, fresh mouth all day, insist on *Chlorodent*. No other dentifrice maker can use the Chlorodent active-chlorophyll formula, because it's patented (Pat. No. 2216816).

New freedom from MOUTH ODORS!

In hundreds of tests, Chlorodent stopped mouth odor for hours... far longer than white toothpaste. By using Chlorodent regularly—preferably after meals—you can be free of mouth odor all day!

Keeps teeth CLEANEST!

Leading dental scientists tested major dentifrices—chlorophyll, ammoniated and regular. Actual color photos proved that Chlorodent's cleansing agent was the most effective!

Half of all tooth losses caused by GUM TROUBLES!

It pays to remember that Chlorodent promotes the growth of firm, healthy-pink tissue. If you have tender gums, you will want to see your dentist and use Chlorodent for its fast relief of this condition.

Fights TOOTH DECAY!

Chlorodent reduces the amount of mouth acids formed that "eat" into tooth enamel... and the bacteria which cause them. And Chlorodent keeps teeth so clean that bacteria find it difficult to multiply. No other toothpaste offers better protection.

No other toothpaste can give you all these benefits. So, insist on *Chlorodent*! Buy a tube today.



In tooth powder, too! You can get the miracle benefits of Chlorodent also in tooth powder. Cool, fresh flavor. Ask for Chlorodent Chlorophyll Tooth Powder today.

*Water-soluble chlorophyllins

UNCONDITIONAL GUARANTEE

We think you'll find Chlorodent the finest dentifrice you ever used. If you don't agree, return unused portion to Lever Brothers Company, New York. We'll refund purchase price plus postage!

Chlorodent

WORLD'S LARGEST-SELLING CHLOROPHYLL TOOTHPASTE

This One



QCNW-FDD-S3LH

Copyrighted material

now you can MAKE YOUR OWN WHITE WALLS!



the White Wall Wonder kit
Contains Pure Colloidal WHITE RUBBER
(NOT A PAINT OR ENAMEL)



New Laboratory Development!

Spread it on . . . let it dry . . . and the job is done! Your drab black tires (new or old) become smart factory-like white walls in a matter of minutes. And old faded white walls turn bright as new.

WHITE WALL WONDER forms a durable, resilient coating that's "cold vulcanized" . . . can't chip or peel . . . resists weather and wear . . . and is easy to keep clean, too.

Ask for WHITE WALL WONDER Kits at automotive, hardware, department, and variety stores, and at garages and service stations most everywhere. Or write to us for name of your nearest source.

\$2.98 ENOUGH TO
SURFACE
FIVE TIRES

MR. RETAILER! If you do not yet have WHITE WALL WONDER Kits in stock, see adjoining list for nearest distributor.

© TEXTO PRODUCTS CORPORATION • 2715 South Michigan Avenue • Chicago 16

LETTERS TO THE EDITORS

CONTINUED

is crossed by a decaying bridge which once carried streetcars to Portland." As a resident of this area for over 60 years please tell me: where is "Brave Boat Harbor"?

F. N. WELLS

Portland, Maine

• A few miles from Portsmouth, N. H. The Portsmouth, Kittery and York Street Railway, however, was part of a trolley system that linked coastal towns all the way from Boston to Portland.—ED.

STEEL STRIKE ENDS

Sirs:

Your picture of Murray and Fairless ("Or Else" Ends Steel Strike," LIFE, Aug. 4) presents the sartorial dignity of Labor in striking contrast to the wrinkled lap of Capital, which appears (in this picture at least) to have borne the weight of the whole economic mess during the hot and humid summer months.

LINCOLN OFFER, M.D.

Torrington, Conn.



LABOR (LEFT) AND CAPITAL

EAST GERMANY TODAY

Sirs:

I was deeply moved by your stirring article, "The Zone of Silence" (LIFE, Aug. 4), as I believe all free peoples of the world should be concerned with such affairs. Your excellent on-the-spot coverage is to be commended.

WAYNE GRAINGER

Stamford, Conn.

Sirs:

"Zone of Silence" was a story which missed the boat and frightened more people than you think and for different reasons.

If anyone thinks there is actually a

CONTINUED ON NEXT PAGE

MR. RETAILER

Order your stock of WHITE WALL WONDER Kits from one of the following Wholesale Distributors:

ARIZONA—Phoenix: Eastside Auto Parts. Tucson: Stern's Auto Accessories. **CALIFORNIA—Berkeley:** Jack O. Lee. Fresno: Globe Auto Supply. Los Angeles: Inter-State Automotive Products, The Tray Co., West Coast Distributing. Oakland: C. P. Hunt Co. Oceanside: Gricebor & Son. Sacramento: Sacramento Auto Supply. San Diego: Harry's Auto Supply. San Francisco: Paramount Service, San Jose: American Auto Supply, Kragen Auto Supply.

CONNECTICUT—New Haven: Herman Sales Co., Louis H. Weiner, Inc. **DISTRICT OF COLUMBIA—Southern Distributors.** **FLORIDA—Jacksonville:** Dealers Auto Supply. Miami: Victor Distributing. Tampa: Gulf Auto Supply. **GEORGIA—Atlanta:** Jobber's Service, Service Station Supply. Augusta: Agnes Auto Parts. Columbus: J. B. French Parts.

ILLINOIS—Chicago: Anchor Auto Supply, Autotrend Inc., Chicago General Accessories, Coliseum Battery & Equipment, Hibbard Spencer Bartlett, Lion Auto Parts, Conrad Mandel, Paramount Auto Supply, Peak Products, Reliance Auto Supply. Joliet: World Supply Corp. **INDIANA—Indianapolis:** Keystone Supply, Mannix Auto Supply. Richmond: Brown Motor Co.

IOWA—Des Moines: Morris Auto Parts. Waterloo: Eze Auto Supply. **KENTUCKY—Louisville:** Wax Seal Distributors. **LOUISIANA—Alexandria:** Blotner Bros. **MAINE—Biddeford:** Biddeford Auto Parts. **MARYLAND—Mr. Rainier:** Hare Brothers.

MASSACHUSETTS—Boston: AD Automotive Distributors, Ellis Inc., Mass. Auto Supply, Steven Auto Parts (Mattapan). Lynn: AD Automotive Distributors. **MICHIGAN—Detroit:** Motor City Automotive, Progressive Auto Supply. **MINNESOTA—Minneapolis:** Columbus Auto Supply, Elliott Auto Supply, U. S. Supply.

MISSOURI—Kansas City: Associated Parts. St. Louis: A. E. Lottes Co. **NEBRASKA—Omaha:** Weiner Tire & Supply. **NEW HAMPSHIRE—Dover:** Robbins Auto Supply. **NEW JERSEY—Jersey City:** Chas. J. Smith.

NEW YORK—Albany: Detroit Supply. Auburn: Harry's Tire & Auto Supply. Amsterdam: Amsterdam Auto Parts. Binghamton: Whipples Automotive Equipment. Brooklyn: Ames Auto Accessories, Kaufman Auto Supply, The Seedman Co., R. M. Walters Inc. Buffalo: American Auto Parts, Angert Auto Parts. Cortland: Cortland Auto Supply. Elmira: Whipples Automotive Equipment. Glen Falls: Air-Land Motor Parts. Poughkeepsie: W. E. Pruden Co. Rochester: Hahn Tire & Accessory, Sidney B. Roby Co., Sherman Battery Equipment & Supply. Schenectady: Leach Auto Parts. Troy: Perreault Auto Parts. Utica: Utica Gear & Auto Parts.

NORTH CAROLINA—Charlotte: Glasgow Supply. Greensboro: Davidson Auto Supply. **OHIO—Cincinnati:** Economy Accessories, Original Tire Co. Medina: Ohio Engineering. Newark: William's Wholesale Distributors. Toledo: C. J. Gerst, Seitzer Supply. **OKLAHOMA—Oklahoma City:** Blue Ribbon Auto Supply. Tulsa: Loebay Inc. **OREGON—Portland:** Coast Auto Supply, Northwest Supply.

PENNSYLVANIA—Harrisburg: Automotive Supply Co., Harrisburg Autoparts. Kingston: Stull Brothers. Lancaster: Snavely & Dosh. Philadelphia: Borian Supply, Edw. K. Tryon Co. Pittsburgh: Steel City Automotive Products. Reading: E. S. Youse Co. Scranton: Hauer Auto Parts. Sunbury: Big Boys Auto Parts. York: York Auto Parts.

RHODE ISLAND—Pawtucket: Mennell's Auto Supply. Providence: Montgomery Distributors. **TENNESSEE—Knoxville:** Underwood Accessories. Memphis: McKee-Moog Spring Co. Murfreesboro: Blanton & Lamb Auto Parts.

TEXAS—Amarillo: 1st Supply Co. Austin: American Auto Parts, Corpus Christi: Auto Center. Dallas: Dallas Jobbing Co., The Meggs Co., United Auto Supply. Ft. Worth: Big 4 Auto Supply. Houston: Allied Distributing, Best Auto Supply. Lubbock: McKissack Auto Supply. San Antonio: Chapman Auto Parts. Tular: Miller Auto Supply. Wichita Falls: S & R Auto Supply.

VERMONT—Burlington: Hagar Hardware & Paint. **VIRGINIA—Norfolk:** Master Auto Service Corp. Richmond: Dependable Auto Parts. **WASHINGTON—Seattle:** Automotive Wholesale Inc.

IN CANADA—General Offices: Kenman Agencies, Montreal. Montreal: Quality Auto Supplies, Continental Distributing. Toronto: Allart Auto Supply. Vancouver: Wm. B. Leam & Co. Winnipeg: Automobile Supply Ltd. (Prices slightly higher in Canada.)

Please send



name _____
address _____
city _____ zone _____ state _____

ONE YEAR \$6.75 in continental U.S., Hawaii, Alaska, Puerto Rico, Virgin Is. (1 year at the single copy price would cost you \$10.40)

(Canada: 1 year, \$7.25)

Give to your newsdealer or to your local subscription representative or mail to LIFE, 540 N. Michigan Ave., Chicago 11, Ill. L-3434

SLEEP...



without Heartburn, Acid Indigestion

If acid indigestion keeps you awake, take TUMS. Almost instantly TUMS neutralize excess acids; soothe and sweeten your stomach. Then you'll sleep the sound, natural, restful sleep that follows TUMS. There's no acid rebound from TUMS to awaken you later.

• still only 10¢ a roll



"DAD RATES WHEN HE GIVES ME DUBBLE BUBBLE!"



says
"Slugger"
Wilson

EARL "SLUGGER" WILSON, 9-year-old son of the well-known syndicated columnist Earl Wilson, says, "Dad really rates with me when he brings home a bag of Fleer's Dubble Bubble Gum. It tastes real good and blows bubbles nice and easy."

World's best value
for a
penny!



FUNNIES, FORTUNES, FACTS
ON EVERY WRAPPER!

ALSO IN 5-PIECE PACKAGES
AND 20-PIECE BAGS

LETTERS TO THE EDITORS

CONTINUED

difference between the policemen facing each other (p. 73) he is sadly mistaken. Look at the Western and Eastern troops you photographed, then look at the German C.O. These people enjoy fighting, but not against each other.

In days to come try to see the German as a German sometimes instead of always seeing in him the pliant, polite and demanding friend he pretends to be because you so wish it!

B. E. ERNDTEN

Berlin, N. H.

EARTHA KITT

Sirs:

Miss Kitt (LIFE, Aug. 4) seems to be having fun all right, but not in a maple tree; that is a plane tree.

GEORGE T. HASTINGS

Santa Monica, Calif.



EARTHA IN PLANE

FLYING SAUCERS

Sirs:

Is it not possible that "Washington's Blips" (LIFE, Aug. 4) are new natural phenomena, a secondary result of certain impregnations of the upper atmosphere by residual material from the various recent experiments in the field of atomic energy?

I. MELVILLE TERWILLIGER

Hollywood, Calif.

• No.—ED.

Sirs:

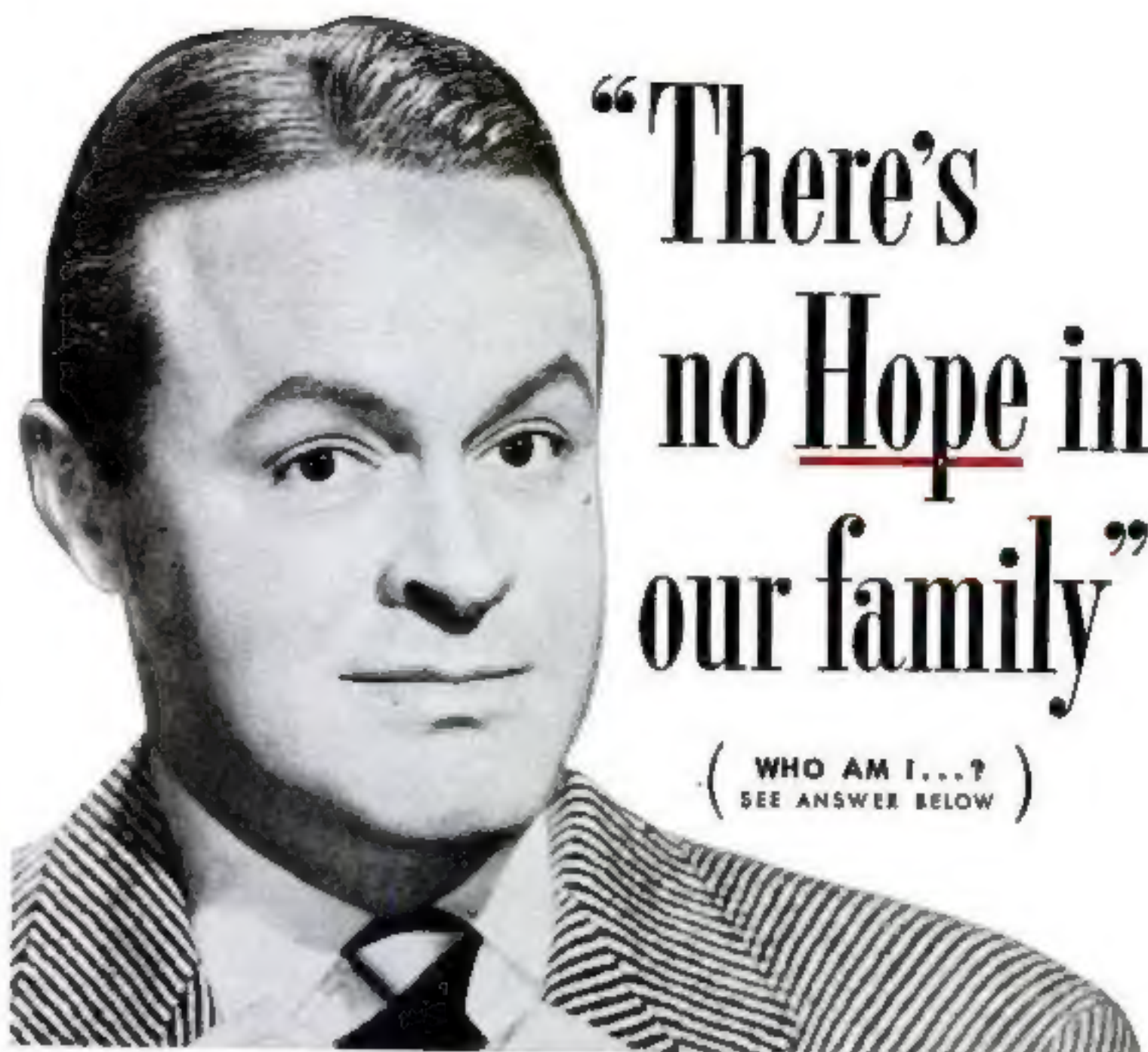
What's the matter with this country? We are acting like a rat-terrier trying to pick a fight with a lion. This

CONTINUED ON NEXT PAGE

Address all editorial and advertising correspondence to: LIFE, 9 Rockefeller Plaza, New York 20, N. Y.

Subscription Service: J. E. King, Gen'l Mgr. Address all subscription correspondence to: LIFE, 540 N. Michigan Ave., Chicago 11, Illinois.

Change of Address: Four weeks' notice required. When ordering change, please name magazine and furnish address imprint from a recent issue. If unable to do so, please state exactly how magazine is addressed. Change cannot be made without old as well as new address, including postal zone number. Time Inc. also publishes TIME, FORTUNE, ARCHITECTURAL FORUM and HOUSE & HOME. Chairman, Maurice T. Moore; President, Roy E. Larsen; Executive Vice President and Treasurer, Charles L. Stillman; Executive Vice President for Publishing, Howard Black; Vice Presidents, Allen Grover, Andrew Heiskell, C. D. Jackson, J. A. Linen, P. I. Prentice; Vice President & Secretary, D. W. Brumbaugh; Comptroller & Assistant Secretary, A. W. Carlson; Manager, MARCH OF TIME Division, A. R. Murphy.



"There's no Hope in our family"

(WHO AM I...?
SEE ANSWER BELOW)

Batteries also look alike, but **AUTO-LITE STA-FUL** *needs water* *only 3 times a year!*

IN NORMAL CAR USE

CLOSE friends of Bob Hope say, "It's hard to believe he has a 'look-alike' . . . but lots of things do look alike, including batteries. So don't be fooled by appearances. It's the amazing Auto-Lite "Sta-ful" Battery that needs water only 3 times a year in normal car use . . . and lasts longer too! Make your next battery an Auto-Lite "Sta-ful."

You're wrong about movie stars if you thought the man shown above was Bob Hope. Although Leo R. Brennan of Monrovia, California, is frequently confused with Bob, there are no family ties. And if you want to be right about batteries, see your nearby Auto-Lite Battery Dealer because, "YOU'RE ALWAYS RIGHT WITH AUTO-LITE."



See BOB HOPE, Starring in
"SON OF PALEFACE"
A PARAMOUNT PICTURE
Color by Technicolor

Phone Western Union . . . ask for "Operator 25" . . . she'll give you the name of your nearby Auto-Lite Battery Dealer. There is no charge for this service.



AUTO-LITE sta-ful

Tune in "SUSPENSE!"—CBS Television Tuesdays



PICTURE OF **BUSY WOMEN** SAVING SHOPPING TIME



The women at the party pictured here are having fun. But they're also being practical. These busy housewives are combining pleasure with comfortable, time-saving shopping at a **STANLEY Hostess Party**. While hostess and guests enjoy themselves, a friendly, independent **STANLEY Dealer** demonstrates **STANLEY's** many **QUALITY PLUS** Products to make housework easier and to

improve personal grooming. More than 11,000 convenient **STANLEY Parties** take place in U. S. and Canadian homes every day, many right in your own community. Why not give one of these popular Parties in your home soon?



Typical Hostess Dividend Gift

TO ARRANGE FOR YOUR STANLEY PARTY, phone or write your **STANLEY Dealer**, your nearest **STANLEY HOME PRODUCTS Branch Office**, or communicate with **STANLEY's** Main Office in Westfield, Mass.



STANLEY LEADS with more than 150 **QUALITY PLUS** Products featured exclusively at **STANLEY Hostess Parties**: Mops, Brooms, Brushes, Dusters, Waxes, Polishes, Cleaning Preparations, Toilette Articles, Bath Accessories, Personal Brushes, etc.



Originators of the famous
Stanley Hostess Party Plan

STANLEY HOME PRODUCTS, INC., WESTFIELD, MASS.
Stanley Home Products of Canada Ltd., London, Ontario
(Copr. Stanley Home Products, Inc., 1953)

LETTERS TO THE EDITORS

CONTINUED

sending jets after something that can go over 7,000 mph is just ridiculous to say the least. The next time these objects appear why not use one of the biggest spotlights we have and send them an invitation by Morse code to land at our biggest airport if they can. If they are Russians we'll soon know it, and if they are from space we surely can use their friendship. Anyone who has figured out how to cross space, I bet, can figure out our signals.

VERNA M. BARTEL

Hobbs, N. Mex.

Sirs:

Could these flying objects be politicians? There was enough gas and hot air siphoned into their eager ears recently to float them to Mars.

On second thought, they couldn't be. These objects are brilliant.

Mrs. C. J. HAYES

Burton, Wash.

HENRY GREEN

Sirs:

Thank you for your highly informative article "The Double Life of Henry Green" (LIFE, Aug. 4).

Until now I was under the impression that artists flocked to garrets not to join the mice, but because such abodes may be had at lower rents.

Writer Nigel Dennis happily dispels such delusions. In answer to the question, "What is today's artist to do?" why, I think the answer is contained in his article. We shall all go and do as Mr. Green has done, and be born as rich sons of industrialists.

JO PAGANO

Los Angeles, Calif.

METERED MARE

Sirs:

The amusing photo of the mare hitched to a parking meter (LIFE, Aug. 4) struck a familiar note (below). At first it may look as if rickshas are abroad in our streets and their coolies are dutifully obeying regulations. Actually here's what happened.

The vehicle is one of thousands made by the carriage firm of James H. Birch which went out of business 35 years ago. It was assembled for exhibit at Burlington's 275th Anniversary celebration, Sept. 27 to Oct. 4.

I went out with my camera to get a shot of the odd vehicle. A shirtless local lad looked so much like a genuine coolie in his floppy straw hat that I snapped his picture while he was playing with the parking meter.

LOUIS B. LOWDEN

Burlington, N. J.



METERED COOLIE

Thorbreds all!

GINGER ALE
SPARKLING WATER
ORANGE SODA
VINEYARD PUNCH
COLA • ROOT BEER
BLACK CHERRY
TOM COLLINS MIX
and many others



*"Made in America -
Best in the World"*

**RELIEVES PAIN OF
HEADACHE • NEURALGIA
NEURITIS**

FAST

The way
thousands of
physicians
and dentists
recommend



Anacin® relieves headache, neuralgia, neuritis pain fast because Anacin is like a doctor's prescription—that is, Anacin contains not just one, but a combination of medically proven, active ingredients in easy-to-take tablet form. Thousands have been introduced to Anacin through their own dentist or physicians. If you have never used Anacin, try these tablets yourself for incredibly fast, long-lasting relief from pain. Don't wait. Buy Anacin today.

Puss 'N Boots and the PLUS!



Quality makes it
America's
largest selling
Cat Food



CHAPMAN'S Children's Shoes

with **"GRO-LAST"**

Specialty Designed For Growing Feet

HILL SHOE CO., 70 N. Fourth St., Phila. 6, Pa.



Window on the world!

Once the world was a lesson in a school book.

Now it is something widely experienced, as everyone becomes a traveled person.

With driving safety, this is the great blessing of the motor car. Without safety—the triumph too often becomes a tragedy!

Today's U. S. ROYAL MASTER TIRE—and today's U. S. NYLON LIFE-TUBE (the *only* Blowout Prevention) bring driving safety to the highest level yet achieved.

For The Other Home You Live In...

U.S. ROYAL

*Skid Protection • Blowout Protection
Life Protection*

UNITED STATES RUBBER COMPANY

Copyrighted material



Out of a
"hundred Hollywoods"
has come

IVANHOE

There are a hundred Hollywoods today . . . in distant jungles, on tropic isles, in far-off ports of call. More than ever, troupes of stars and technical crews travel thousands of miles to capture a story on its actual locale. Thus, M-G-M's cameras roved to Africa for "King Solomon's Mines", to Rome for "Quo Vadis", and now to England for one of the world's best-loved stories of romantic adventure, Sir Walter Scott's "Ivanhoe"!

On the fabled battlefields, amid the moat-rimmed castles, in the green stretches of Sherwood Forest, "Ivanhoe" comes to life. Here, the heroic knights charge into combat, live and love, dare and die. Around them surges the whole medieval pageant, the brilliant cavalcades of crusaders, of kings and conspirators, of troubadours and fair ladies. The storied characters throng across the screen, a masterpiece of fiction comes to life for the first time, and Technicolor makes it entertainment beyond description!

M-G-M's production of Sir Walter Scott's novel, starring

ROBERT TAYLOR
ELIZABETH TAYLOR
JOAN FONTAINE
GEORGE SANDERS
EMLYN WILLIAMS

Color by **TECHNICOLOR**

Screen play by NOEL LANGLEY - Adaptation by AEnas MacKenzie

Directed by RICHARD THORPE

Produced by PANDRO S. BERMAN An M-G-M Picture



A MAN BECOMES INVISIBLE

Photographer re-creates the emotional crises of a powerful new novel

The wide-eyed man peering cautiously from beneath the manhole cover is "invisible" to the rest of the world. He is the unnamed hero of *Invisible Man* (Random House, \$3.50), a sometimes confusing but powerful first novel by Ralph Ellison. Born a southern Negro, as was the author, the hero comes to New York City, hoping to find a meaning and purpose for his life. Instead, he finds the Brotherhood,

a Communistlike organization which uses his eloquence to arouse Harlem to action. Too late he realizes that the Brotherhood is indifferent to Negroes and is ruthlessly using him for its own purposes. The disillusioned hero loses all hope as he learns that other men see him not as an individual but as "just another Negro"—an invisible man. He temporarily withdraws from society, symbolically

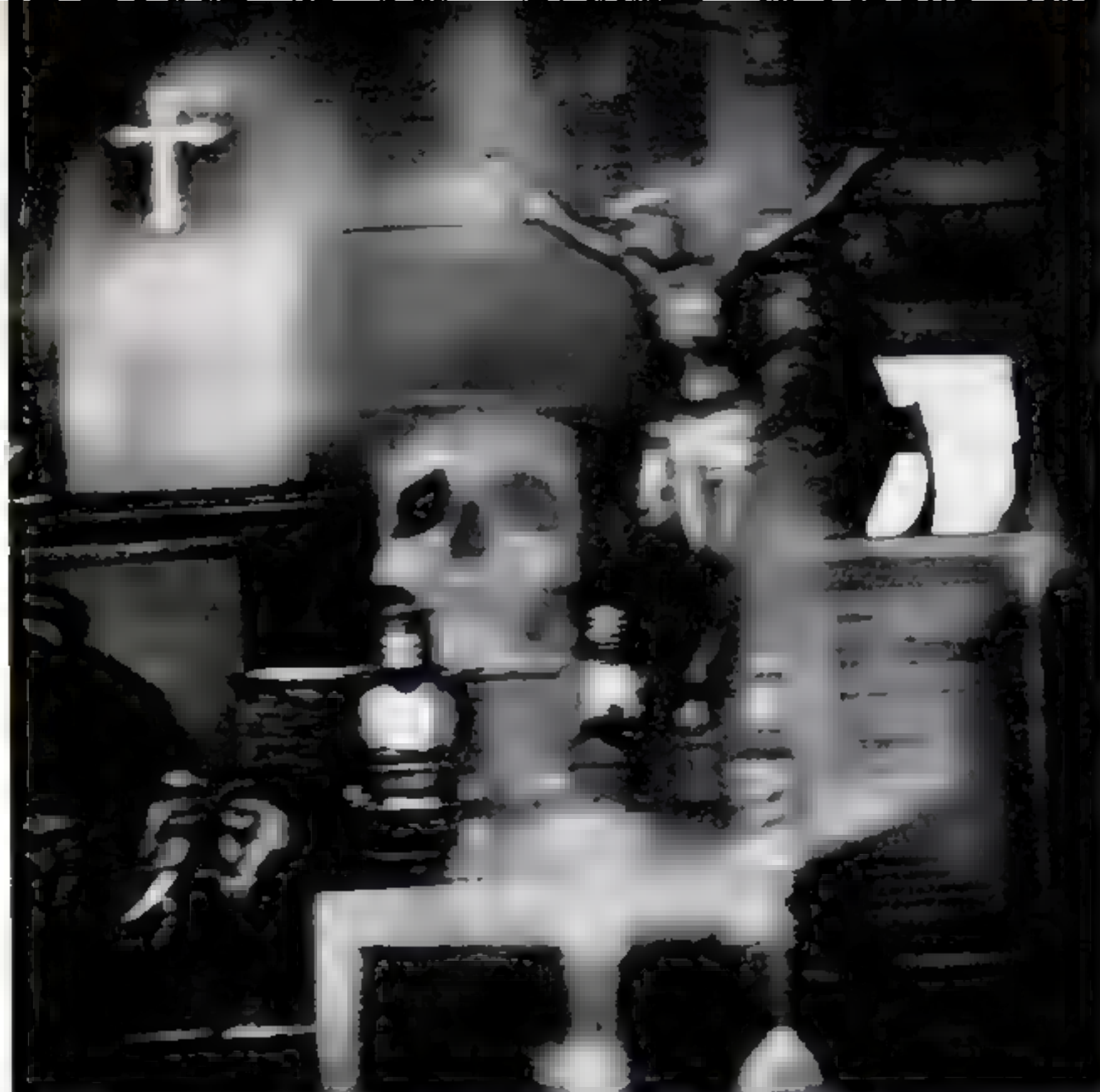
going underground, until he can learn to live with his tragic truth.

LIFE Photographer Gordon Parks, a friend of Author Ellison, was so moved by this story that he translated it into pictures. With Ellison's help he re-created from the novel the scenes on these pages to show the loneliness, the horror and the disillusionment of a man who has lost faith in himself and his world.

INVISIBLE MAN

CONTINUED

MYSTICISM that the hero finds in Harlem is represented by objects—both religious and superstitious—seen in a store window. This Harlem is “not a city of realities, but of dreams,” and hero is sickened by the window displays of “five providers . . . plastic lice . . . and ornaments gears intended to produce the miracle of whitening black skin.”



← **HORROR** jars the hero when the leader of the Brotherhood, ranting at a breach of discipline, accidentally dislodges his glass eye. As a gesture of toughness, he scoops it up and drops it in a glass of water, declaring that his discipline is “sacrifice, sacrifice, SACRIFICE.” The Brotherhood’s inhumanity and lack of dignity are revealed at last.

→ **RETREAT** is found beneath the city in an underground room. Here, surrounded by lights, he plays records and eats ice cream and “she gin” as he broods over his invisibility. To take it as symbolic picture, Parks built a special room and wired it for lights. Then he superimposed the picture of the room on a picture of New York at night.





America's choice for men's and boys' underwear

CARTER'S TRIGGS BRIEFS with New Neva-Vex* Front

- Individual male fit...with mild support. Never too snug. Triggs are the only briefs designed to adjust to your body.
- No sag or ride-up anywhere.
- Fore and aft comfort; seamless seat for complete wrinkle-free coverage.
- Long-life, heat-resistant elastic in waist and all-around leg-bands. Smart blue front trim.

CARTER'S SUPER T-SHIRT

- Nylon-Set neckband...won't sag out of shape.
- Deluxe Nevabind* Sleeve...no tug, bind or chafe.
- Long tails stay put, won't bunch up at your belt.

THEY'RE ALL *Carter-Set**... won't shrink out of fit. Fine cotton knits need no ironing.

*© TRIGGS BRIEFS—for Dads, \$1.10-\$1.25—for Lads, 89¢
SUPER T-SHIRTS—for Dads, \$1.50—for Lads, \$1.25
and ATHLETIC SHIRTS—for Dads, 95¢-\$1.00—for Lads, 69¢-85¢
Pass! Carter's makes fine underwear for the entire family!
The William Carter Co., Needham Heights 94, Mass.



LIFE

EDITOR-IN-CHIEF Henry R. Luce
PRESIDENT Roy E. Larsen
EDITORIAL DIRECTOR John Shaw Billings

BOARD OF EDITORS

Daniel Longwell CHAIRMAN
Edward K. Thompson MANAGING EDITOR
Margaret A. Leley ASSISTANT
Sidney L. James MANAGING EDITOR
John K. Jessup CHIEF EDITORIAL WRITER
Charles Tudor ART DIRECTOR
Edmund Callahan, Robert F. Eason,
Elliott J. Hughes, Joseph Kastner,
Hugh Moffett, John Osborne,
Philip H. Wootton Jr.

STAFF WRITERS
Robert Conquest, Ernest Havemann,
Charles J. V. Murphy, Wendell Sargent,
Robert Wallace, Richard L. Williams

PHOTOGRAPHIC STAFF

Ray Munkland PICTURE EDITOR
ASSISTANTS: Frank J. Scherschel, London
Wainwright
Margaret Bourke-White, Cornell Capa, Ed-
ward Clark, Ralph Crane, Louis Dean,
John Dominus, David Douglas, Duhan,
Alfred Eisenstaedt, Eliot Elisberg, J. R.
Everman, N. R. Farman, Andrews Feinberg,
Albert Fenn, Fritz Goro, Alvin Grant,
Yale Joel, Mark Kaus, Jan Robert W. Kel-
ley, Dieter Kessel, Wallace Kirk, and Ana
Leen, Thomas McVay, Francis Miller,
Ralph Morse, Carl Mydans, Gordon Parks,
Michael Ronger, Walter Sanders, Joe
Scherer, George Silk, George Skadding,
W. Eugene Smith, Howard Sochurek, Peter
Stackpole, Hank Walker
FIVE EDITORS: Margaret Sargent, Barbara
Brewster

ASSOCIATE EDITORS
William P. Gray, Sally Kirkland, Kenneth
MacLennan, Tim Pringle

ASSISTANT EDITORS

Oliver Allen, Herbert Bryan, Earl Brown,
Robert Campbell, Tom Carlin, and George
Cook, David B. Dreman, Arthur Fields,
William Jay Ford, Ralph Graves, Mary
Hamman, Jerry Hamman, Hal Horton,
Richard W. Johnston, Edward Kern, Pa-
trick O'Connell, Dorothy Seidman, Mary
Ann Skinner, Marshall Smith, Claiborne
Stanish, John Thomas, Marnit Varga,
Robert Wernick, Keith Wheeler, A. B. C.
Whipple, Warren Young

RESEARCH STAFF

Marian A. MacPhail, Chief
ASSISTANTS: Alfred Hall, Henry Fungate,
Rick Rene, Robin Mary Leatherlies, Valerie
Vanderhoff
RESEARCHERS: Susan Anderson, Barbara
Barton, Mary Elizabeth Barber, Margaret
Bassett, Mary H. Cadwalder, Veron-
ica Campbell, Barbara Dawson, Beatrice Dolan,
Mary Dooney, Terry Drucker, Laura Ecker,
Clay Ficker, Jean Ferman, Nancy Fines,
Nancy Ginet, Doris Gotsinger, Robert
Gruen, William Guelck, Jr., Patricia
Graves, Roxane Guerrero, Terry Harman,
Helen Hughes, Patricia Hunt, Leon Inhoff,
Patricia Johnson, Nancy King, David Kan-
nardi Jr., Marshall London, Helena Ma-
linowska, John McLean, Mary Ellen
Murphy, Grayce Norstrom, William Paul,
Eleanor Parish, Robert C. Rosenblyum,
Betty Schmidt, Robert Shatterson, Kuti-
leen Shortall, Arnold Sussman, Joanne
Stahl, Gabriele Stein, Marion Steinmann,
Lory Thomas, Alice Thompson, Margaret
Thompson, Martin Turner, Virginia Unell,
Cory Rylands, Helen Dorell, and Dor-
othy Blum, Bernice Adelson, Lorraine Barry,
Helen Blum, Clara Nealon, Suzanne Seyras,
Rachel Lockerman

PICTURE BUREAU

Dorothy Hoover, Chief
Alma Eggenston, Dorcas Nathan, Kewick
Jane Bartels, Mary Carr, Betty Doyle,
Margaret Gollub, Jennie Hart, Ruth
Lester, Maude Murr

LAYOUT

Michael Phillips, Bernard Quinn, William
Callagher, Hiler McShore, Marjorie
Earl Kersh, Anthony Solara, Frank Stock,
John Alfred Zingaro

NEWS SERVICES

U.S. AND CANADIAN: Lawrence Laybourne,
Chief of Correspondents; Irene Sant, Vil-
ton Orsodsky, Jean Snow, Bureau
Washington: James Shepley, James Frost,
Bel Brinkley, Helen Farrell, Scott Leavitt,
Candace, Edwin C. House, George Hunt,
Charles Chomden, Ralph Davis, Robert
Dew, George Sheras, J. A. Voss, Ben
Wahlman, Frank Canavan, John Bryson,
Stanley Flank, Virginia Hobbs, Richard
Morgan, Jr., Arlene W. Case, S. Ben-
land, Cotes, Henry Boston, J. P. Welch,
Wil Long, Dallas, William Johnson,
Norman Ross, David E. Gile, Dorothy
Frost, Collins, Donald Wilson, Sam Fran-
isco, Alfred Wright, Richard Polard,
Jane Estes, Seattle, Dean Bels, Ottawa,
Sara Wolfes, Seattle, H. Lann, Montreal,
James R. Conary, Toronto, Robert Parker,
Frank McNaughton, Special Correspond-
ent

FOREIGN

Manfred Gottfried, Chief of Cor-
respondents; John B. G. Donald, Burke
Barnes, Le Spox, Andre Lagarde, Gene
Farmer, Dora Jane Hart, Jan Menden-
Horne, Joann M. Quiston, Paris, Eric
Gibbs, John J. Thompson, Matilde Ca-
lles, Lee E. Ungson, Na Juma, Kottelmann, David
Zeitlin, Ross, Frans White, Ray Rouan,
Robert Lohar, Roy, Thomas Dwyer, John
Luter, Martin, Piero Saporta, Johannes-
berg, Alexander C. Apple, Minko Eyer,
James Bell, New York, James Burke,
Singer, John Dowling, Hong Kong,
Robert Neville, Tokyo, Dwight Martin,
John Dille, Mexico City, Martin O'Neill,
Panama, Philip Payne, Rio de Janeiro,
Cranston Jones, Buenos Aires, Ramello
McGow

PUBLISHER
Andrew Boydell
ADVERTISING DIRECTOR
Clyde Harkness

IT'S A FAMILY TRADITION



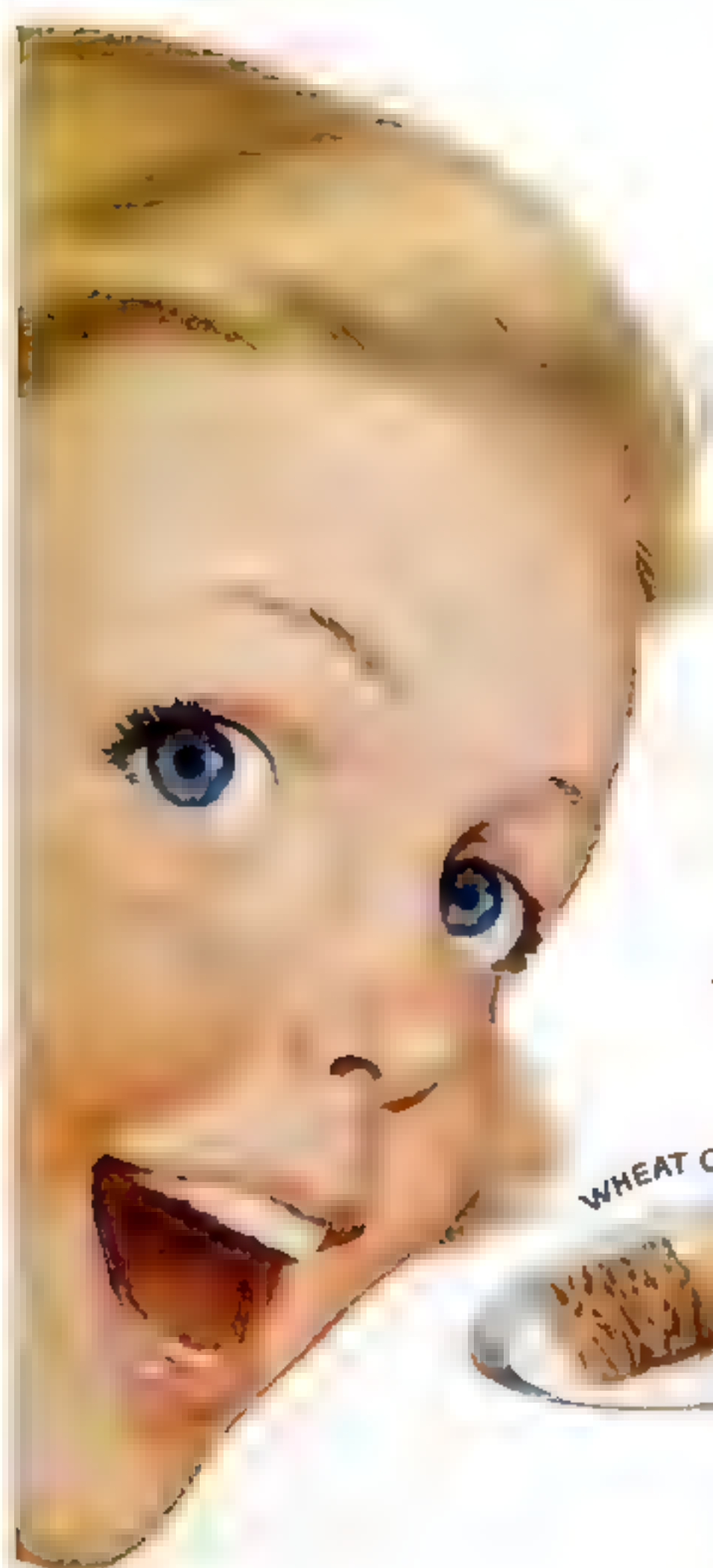
...the birthday photo!



...the dependability of
Johnson's Baby Products!



When you buy cotton tips...
buy the dependable
JOHNSON'S brand!



OPEN WIDE... for
those wonderful BITE SIZE cereals



One's **WHEAT CHEX**, the bite size cereal you used to call Shredded Ralston. So good the flavor-secret's patented... toasty, wheat-rich, with just a touch of sweetness.

One's **RICE CHEX**, the *newest* taste in cereals. Delicate, delicious! It's rice spun into golden shreds, shaped into tender bite size biscuits, and triple-roasted to stay crisp in milk or cream.

How about *you* having some... tomorrow?



CANDY NUGGETS

Melt $\frac{1}{2}$ c. butter, 30 marshmallows over boiling water until blended. Remove from heat; stir in $\frac{1}{2}$ t. vanilla. Pour over 1 c. nuts and 4 c. Wheat Chex OR 6 c. Rice Chex in buttered bowl. Mix well. With buttered wax paper press into 9-inch square buttered pan. Cool. Cut into 3 dozen squares.

Busiest
Boxes on
your
pantry
shelf



Get BOTH at your
Grocer's TODAY!

Ralston Purina Company, St. Louis, Missouri

COMPARE FATIMA

with any other KING SIZE cigarette



1. FATIMA's longer filter provides 11 milligrams of pure nicotine.
2. FATIMA's longer filter makes the smoke less irritating.
3. FATIMA's longer filter has 100% moisture proof paper.

AND you get an *extra-mild* and soothing smoke...*plus* the added protection of

FATIMA
QUALITY



FATIMA

The Difference is Quality

COPYRIGHT UNDER INTERNATIONAL COPYRIGHT CONVENTION. ALL RIGHTS RESERVED
UNDER PAN-AMERICAN COPYRIGHT CONVENTION. COPYRIGHT 1952 BY TIME INC.

A BUSY WEEK FOR CAPTAINS AND KINGS

"To watch . . . the gestures of the proud." This phrase—given as one of the purposes of our magazine in the original prospectus drawn up 16 years ago—has been very much on the editors' minds this week.

It has been a remarkable period of activity among the world's greats, so much of our issue is given over to men and women who ruled, are ruling or may some day rule. Yet the strange thing is how times have changed in 16 years. The rulers are not nearly so proud as they once were; their gestures are by no means so grandiloquent.

The social event of the week was the Eden-Churchill wedding, uniting Britain's proud man in the Homburg with the niece of Britain's proud Prime Minister. Once such a wedding would have been a matter of pomp and circumstance; now the photos have a folksy and homely touch. True, Eden's previous divorce accounts in part for the simplicity of the wedding—but the simplicity is also a matter of the march of history.

Our U.S. visitor of the week was Boy King Faisal. Come next May he will ascend Iraq's throne, ponder its wealth of oil and its ancient poverty, become one of the keys to the turbulent Middle East, have to cope with anti-American advisers and with

the threat of Soviet infiltration. Yet in the meantime, how like any plain American boy he looks as he photographs the Dodgers!

We move on to Adlai Stevenson, an aspiring ruler and the busiest politician of the week. What is the ultimate message of the postures that Stevenson struck and the wisecracks he uttered? Possibly just this: Stevenson is a scion of American aristocracy, an Ivy League rich man's son. Now he gropes eagerly for the common touch.

Also in this issue is the first-person story of the rise of Egypt's new ruler and strong man, General Naguib. This is a remarkable document of a 20th Century revolution, the timetable of an efficient and almost bloodless coup. While reading its simple words, think for a moment of the contrast with the complex palace intrigues of history or of *Graustark*.

There was another part to that phrase from our prospectus: the full promise we made ourselves was "to watch the faces of the poor and the gestures of the proud." And in this issue we also happen to have a young woman born to poverty, we have the first color photo of the funeral in Argentina of a once humble girl named Eva Perón. How odd that this should be the most ornate page of our magazine!

CONTENTS

THE WEEK'S EVENTS

EDEN WEDS THE BOSS'S FAIR NIECE	17
A KINGLY PHOTOGRAPHER	23
TAKES A LOOK AT THE U.S.	24
ADLAI REACHES FOR THE COMMON TOUCH	26
A SUBMARINE RESCUES A DISABLED RIMP	28
THE JADED PRESS HAS FUN WITH NUDISTS	30
"TALKATHON" BECOMES NEW POLITICAL WEAPON	35
LIFE ON THE NEWSFRONTS OF THE WORLD	37
THE ROUGH RIDERS RIDE AGAIN	43
A FLOWERY FAREWELL TO EVITA	48

EDITORIALS

WE AGREE, MR. KENNEDY	22
WE LOVE YOU, MR. COOPER	

PHOTOGRAPHIC ESSAY

THE COMFORTER	95
PHOTOGRAPHED FOR LIFE BY CORNELL CAPA	

ARTICLE

A KING IS DEPOSED: SIX FATEFUL HOURS, by MAJOR GENERAL MOHAMED NAGUIB, as told to DAVID DOUGLAS DUNCAN	102
--	-----

SPORTS

THE SPEEDY CATAMARAN	55
----------------------	----

TELEVISION

HOT LIPS AND SILENT SONGS	62
---------------------------	----

FASHION

CAMPUS COME-ONS	68
-----------------	----

MOVIE OF THE WEEK

HIGHPOCKETS COOPER IN "HIGH NOON"	73
-----------------------------------	----

ART

CALDER AND HIS "MOBILES"	83
--------------------------	----

OTHER DEPARTMENTS

LETTERS TO THE EDITORS	2
SPEAKING OF PICTURES A MAN BECOMES INVISIBLE	9
LIFE'S VISIT: A COOKE'S LOOK AT AMERICA	120

THE COVER AND ENTIRE CONTENTS OF LIFE ARE FULLY PROTECTED BY COPYRIGHTS IN THE UNITED STATES AND IN FOREIGN COUNTRIES AND MUST NOT BE REPRODUCED IN ANY MANNER WITHOUT WRITTEN PERMISSION

LIFE'S COVER

Before she graduated from Edgewood Park Junior College last year, Diane Macom was a merchandising major. She now spends part of her time modeling, but more of it working in Lord & Taylor's College Shop where she helps dispense apparel like the garment she wears on the cover. Her waist-length sweater (Geist & Geist, \$25) has a loose turtleneck and is one of the bulky tops inspired by last fall's Italian collections which may become a new college classic. Other clothes with a four-year future and some that are obviously extras appear on pages 69 to 71.



The following list, page by page, shows source from which each picture in this issue was gathered. Where a single page is indebted to several sources, credit is recorded picture by picture (left to right, top to bottom) and line by line (lines separated by dashes) unless otherwise specified.

COVER JOHN RAYMOND SOLOWINSKI	35—WALLACE KIRKLAND WALLACE KIRKLAND—
1 MY PERSKIN GEORGE SKADDING	OPPING BY GEORGE FISHER JACK EARL
2 TALE JOEL	37 MARTHA HOLMES U.P.
3 GORDON PARKS	38—DRAWINGS BY AL JENTSCH FOR WOMEN'S MFG.
4 THE LOWDOWN STUDIOS	CO INT U.P.
5 THROUGH 11 GORDON PARKS	43—GEORGE KNEW ENC T LY CULVER
12 CARL MYDANS	44 45 GEORGE KNEW
13—ALFRED W. KISSACK, LONDON DAILY MAIL A.P.	46 ALFRED EISENSTADT
—U.P. COMBINE A.P. G.P. INT. (2) KEYSTONE—	52—COOL INT
COMBINE (2) A.V. SPAEWE	53 THROUGH 55 LEO COME DEAN
19—CARL MYDANS CARL MYDANS LARRY BURROWS,	57 THROUGH 59 JOE MURDER
PETER ANDERSON LARRY BURROWS	60 THROUGH 71 GORDON PARKS
20 21—ST. GRAPHIC PHOTO UNION—INT. ST. ANTHONY	72 THROUGH 76 UNITED ARTISTS
BEAUCHAMP	79 CULVER
23—TALE JOEL	81 THROUGH 85 GORDON PARKS
24—HIS MAJESTY KING FAISAL II OF IRAQ—TALE JOEL	86 WALTER CURT N
25—TALE JOEL ETC. INT. ST. A.P.	87 HERBERT MATTER
26—U.P. ALLAN GRANT A.P.—ALLAN GRANT ALLAN	88—PETER JULY CHARTER MRS. JAMES D. TOMAS—
GRANT JOE SCHERSCHEL	MUSEUM OF MODERN ART
27—INT	90 GORDON PARKS
28 29 U.S. NAVY PHOTOS	92 THROUGH 110 DAVID DOUGLAS DUNCAN
30—GEORGE TORRE FOR N.Y. DAILY NEWS ETC. GUT.	111 A.P.
CEN. JINGEBORG TALLAREK	112 INT
	120 THROUGH 121—LEONARD MCCOMBE

ABBREVIATIONS: INT., BOTTOM; G.P., COPYRIGHT; CEN., CENTER; ETC., EXCEPT; LT., LEFT; INT., RIGHT; T., TOP; A.P., ASSOCIATED PRESS; INT., INTERNATIONAL; U.P., UNITED PRESS. THE ASSOCIATED PRESS IS EXCLUSIVELY ENTITLED TO THE REPLICATION WITHIN THE U.S. OF THE PICTURES HEREIN ORIGINATED OR OBTAINED FROM THE ASSOCIATED PRESS.



NEVER AGAIN
need you wake up exhausted...
because of a worn out pillow

PILLOWS OF **Firestone FOAMEX**[®] HAVE NEVER BEEN KNOWN TO WEAR OUT!

If you've been waking up "dead tired" . . . it well may be that a "dead" pillow's the villain. Chances are, you've been twisting and turning all night, trying to find a comfortable spot for your head. Better change to a pillow of Firestone *Foamex* now! It's *always* "live"; it *never* needs fluffing; can't

collapse—even when you hold it on your hand. And no matter how much "sleep pounding" you give it, lively *Foamex* instantly returns to smooth shape.

Foamex is made of nothing but pure, sweet latex whipped with air. Millions of tiny air-and-latex cells "breathe" with pressure, to circulate fresh,

cool air throughout your pillow.

So don't put up with a sleep-stealing pillow. Get a *Foamex* pillow for a lifetime of sleep-full nights at a cost of a fraction of a penny a week. Your favorite bedding department features pillows of Firestone *Foamex*. Ask for them by name!



LOOK FOR THIS SMART GIFT CARTON.

It identifies pillows made of Firestone *Foamex*—the very finest in foam latex.



Not all foam latex pillows are alike. Pillows of Firestone *Foamex* are 100% pure latex—quality controlled by Firestone's exacting standards to give you the utmost comfort.



Foamex is a boon to allergy sufferers. Recommended by leading allergy specialists for the relief of dust, down- and feather-allergies. *Foamex* is self-cleaning, self-cooling, too.



Foamex pillows fit your pillow slips, shams, bolsters. You can be sure they are full-size—no skimping—so that your made-up bed can always have that "perfect appearance."



Hospitals often wash and sterilize *Foamex* pillows, although in home use, washing is seldom necessary. Zipper tickings are available that can be removed and laundered.

EDEN WEDS THE BOSS'S FAIR NIECE

For almost 20 years, ever since he emerged as a major figure in Britain's political life, Robert Anthony Eden, intermittent British foreign minister, has been the international glamor boy supreme. Superbly tailored, superbly sculptured, superbly urbane, Eden fluttered hearts from Westminster to Washington, and all the more so because he was unavailable—married to, and later estranged from, his first wife. Then he obtained a divorce.

Last week much international heart-fluttering ended in sudden melancholy, for Anthony Eden married again. But it was a wedding to which only the most unreconstructed Eden admirers could object. For the 55-year-old, grayed but still handsome Briton had wed Clarissa Spencer Churchill, 32—who not only is beautiful, but is Winston Churchill's niece. The marriage bound together even more closely the Prime Minister and the man generally taken to be his political heir-presumptive.

Considering the high estate of those concerned, the ceremony was unusually unostentatious. It was performed in a few minutes, and not in a church but in a registry office, where the rite consists essentially of recording a couple's expressed desire of becoming man and wife. The wedding party was small; the cake had but one tier, and by British law the newlyweds could take only \$140 out of the country for honeymoon expense. Commented a wistful London girl, watching in Downing Street, "It was a very quiet wedding, really."



HOLDING HANDS, the bridal couple pauses on the steps of 10 Downing Street to smile happily at

the assembled crowd before going in for the wedding party in the famed home of British prime ministers.

EDEN: URBANE, EXPERIENCED, GLAMOROUS



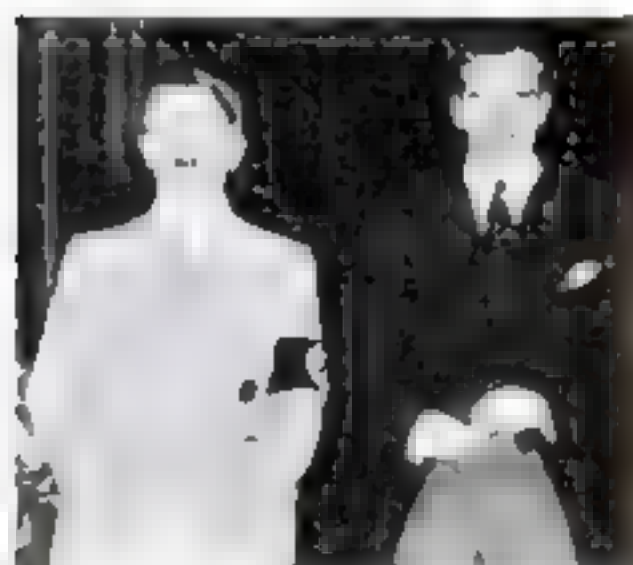
AT ETON, where he won honors in sports and studies, Eden looked like this. Later he fought in World War I.



HIS FIRST MARRIAGE in 1923 to Beatrice Helen Beckett, was held in fashionable church of St. Margaret's, Westminster, a few weeks after his first election to parliamentary seat. They were married for 27 years and had two children.



IN HOMBURG Eden made famous, he came often to Downing Street during the Ethiopian crisis in 1935.



TALK WITH HITLER convinced him appeasement would not win. He resigned from appeasing government.



WITH HIS WIFE Eden attended a 1939 party, after his resignation, in the full dress of a privy councillor.



DURING THE WAR Eden was visited by elder son Simon, an airman. In 1945 Simon was killed in Burma.



IN U.S. in 1943 Eden spoke under a portrait of ancestor, Sir Robert Eden, governor of Maryland, 1769 to 1776.



AT QUEBEC, August 1943. Eden aided Churchill, greeted President Roosevelt (above). Background: Canadian Premier Mackenzie King stands smiling.



AFTER THE WAR Eden and Churchill were both deposed by the Labor victory, held conference in a field at Chartwell, latter's country home in Kent.



ESTRANGED WIFE moved her residence in New York in 1947, laughingly identified these friends for the photographer as "Tom, Dick and Harry."

CLARISSA: BEAUTY COMBINED WITH BRAINS



LOVELIEST DEBUTANTE of the year, in opinion of many, Clarissa attended a London ball in 1938 with late father, Major John Churchill (left).



FRIENDS for years. Clarissa and Eden both attended a movie premiere in 1948. Their romantic attachment, however, dates from only two years ago.



AT A GAY BALL last year Clarissa (left) good humoredly represented a lily. She is studiously intellectual and interested in the arts and literature.



AS HOUR OF DEPARTURE ON THEIR HONEYMOON DREW NEAR, A MOTHER HERDED HER YOUNGSTERS OUT OF CAR'S WAY IN CROWDED DOWNING STREET

CHURCH PAPER HITS A DISCORDANT NOTE



J. DUMSDAY HOLIDAY

To some superstitious people the name of the registrar who married Eden sounded like a dark omen for the marriage: J. Dumsday Holiday. And indeed the day following the wedding a High-Church Anglican newspaper, the *Church Times*, sharply criticized the foreign minister for remarrying "during the lifetime of his divorced wife" (Eden obtained a

divorce in 1950, charging desertion). It also made reference to "a pagan generation" and compared Eden's action to "the unprecedented adoption by the American Democrats of a divorced man as candidate for the presidency."

But other English papers rushed quickly to Eden's defense. "Poor taste," commented the *London News Chronicle* on the *Church Times*'s editorial; "... inexcusable ... intrusion into a citizen's private affairs," added the *Daily Herald*. And the influential *Manchester Guardian* trumpeted: "[The *Church Times*'s] comments ... will have precisely the reverse effect from what was intended. They will rather make most of us glad that we do belong to a 'pagan generation' if the alternative is the rule of an intolerant clericalism.... The absolutists on divorce ... live in a country where the majority do not agree with them. And they must make the best of it without being offensive in their dogmatism." Meanwhile, oblivious to this heated exchange, the Edens were honeymooning in Portugal where Clarissa, like any other flustered bride, presently discovered that she had left part of her luggage at home.



LUCKY HORSESHOE treasured from her own wedding cake is thrust on Eden by a woman onlooker as he and bride emerge from the registry office.



LUCKY HORSE is fed sugar, precious in austere times, by another onlooker. The mounted and foot police kept order but extras had to be called out.



PLEASANT CONFUSION marked the couple's appearance in garden behind No. 10, with Eden the only stationary figure. Mrs. Churchill is advancing

toward the news photographers while the bride wanders away to join her uncle. Churchill served as chief witness for Eden at the wedding ceremony.



FAREWELL HAND IS OFFERED HER FAMOUS UNCLE BY BRIDE AS SHE AND EDEN LEAVE ON HONEYMOON

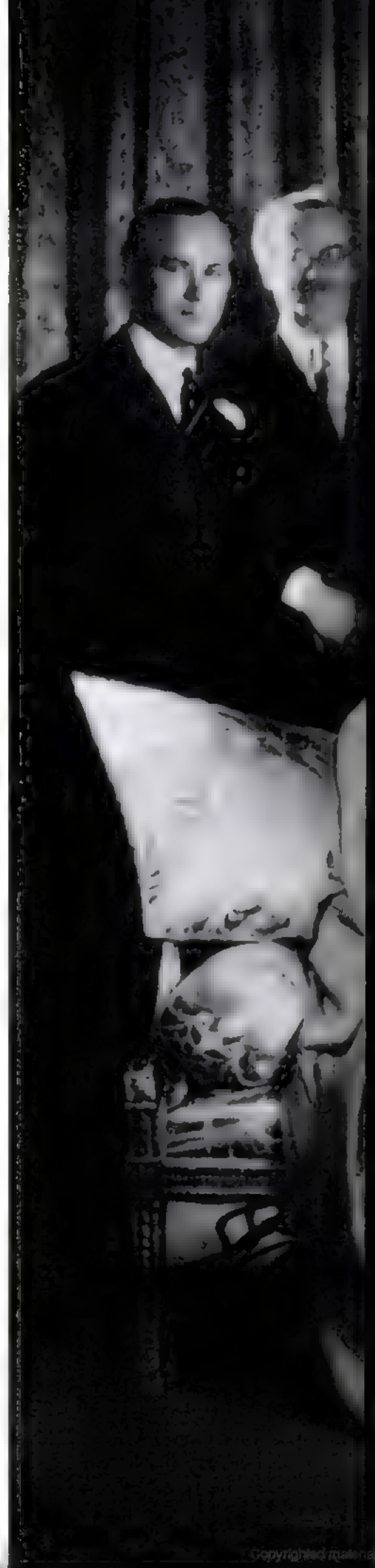
CHURCHILLS AND EDENS MAKE MEMORABLE WEDDING PORTRAIT→

This family photo was made at the party by Photographer Anthony Beauchamp, Churchill's son-in-law, who posed the group, set the camera, then got the picture by having an assistant snap the shutter. Front row, from left: Mrs. Winston Churchill, new Mrs. Eden, Churchill's daughters, Mary Soames

and Sarah Beauchamp. Back row: John Eden, Anthony's nephew, Sir Timothy Eden, his elder brother; Eden Beauchamp, Churchill, Peregrine and John Churchill, bride's brothers. Churchill's daughter, Diana Sandys, her husband, Minister of Supply Duncan Sandys, Mrs. P. N. Negretti, groom's niece,



GOODBY IS WAVED BY (LEFT TO RIGHT) COUSINS SARAH, DIANA AND AUNT CLEMENTINE CHURCHILL





WE AGREE, MR. KENNEDY

There has been no rougher, tougher, smarter bunch of politicians anywhere than the Massachusetts Democrats. They're going to be tough again this year. As their candidate for the Senate they have a fine young man named Jack Kennedy, 35, son of famed Ambassador Joseph Patrick Kennedy and grandson of one of the biggest local politicians of all. Jack Kennedy is smart and has smart advisers—as witness the fact that he fired the first big gun of his campaign last week with a demand that President Truman call a special session of Congress to pass a new price control law.

We just want to tell Candidate Kennedy that we agree with him 100%.

Prices are one of the real big problems of the day. There is no question that most people are worried about the high cost of living. Any candidate who comes out foursquare for low prices is bound to occupy popular ground.

On the other hand, it so happens that many voters are workmen who want high wages. And many others are farmers who want high prices for food. And unless we are badly mistaken, the Democrats have been in the position for a long time of trying to work every possible side of the street. Particularly in this campaign year, they seem to be advertising themselves simultaneously as the party of high wages, of high prices to farmers and of low prices to housewives.

Well, let's take a look. The Democrats control all branches of the U.S. government. They have multitudes of experts available to draw up a price control law. They have the power to pass it—majority control of the Senate and the House of Representatives. Let's have that special session and see what the Democrats can do about prices.

Indeed it seems rather odd that a special session should even be necessary at this point. Under President Roosevelt, who always had an overwhelmingly Democratic Congress, prices went up about 30% from the 1935-39 "normal." Under Truman they have gone up another 60 percentage points. (He always blamed the Republican 80th Congress for his price troubles, but the fact is that prices have continued to rise steadily ever since Truman and the Democratic 81st Congress were restored to the throne in the '48 elections.) Seems to us that the Democrats should have had plenty of time to catch on that prices are high—and to get exactly the kind of price law they wanted.

You don't suppose, do you, that Candidate Kennedy is kidding? Could it be that the Democrats don't really want that special session—that they would rather be able just to claim they're for price-fixing, without undertaking all the onerous details? Could it be that the smartest politics of all is to deplore inflation in speeches while encouraging it in actions?

WE LOVE YOU, MR. COOPER

That long slim cowboy name of Gary Cooper, as you will see on page 73, is celebrating his 25th anniversary in the movies. We can't let the occasion pass without remarking that Old Highpockets is quite a fellow, and has given us considerable cheer over the last quarter century.

Oh, to look like Gary Cooper. There's a fellow who doesn't need a Brooks Brothers suit, shoulder pads, a button-down shirt, a hand-painted tie or even a shoe-shine. Just give him a pair of tight-fitting pants for his leg muscles to strain against, an old shirt and vest to keep his chest expansion within bounds, a black string tie to hide his Adam's apple and a dusty pair of boots to die in. He'll go riding away tree-tall and grim, looking the way a man should look, a friend to the righteous, a hero to children and a flytrap to women. Doesn't have to say a word. Doesn't even have to smile. One look at Gary Cooper and the weak take heart, the villains take to cover and the women faint.

But of course it isn't just Gary. A man's man has to have a man's world to operate in—and where could you find it today outside the Western movie? So let us not forget either that this year marks the 50th anniversary of *The Virginian*, the first of the Western novels, the prototype of all the corny but wonderful books that have comforted the overcivilized, the fountainhead of Hollywood's great and apparently immortal horse opera industry. Without *The Virginian* we might never have had Western movies, we would never have had Gary and we

would never have been the same (nor would television).

Even the old ones, the kind going the rounds on TV, have a marvelously soothing effect. The old heroes, perhaps not so long and lean as Gary but equally shrewd, taciturn and manly: William S. Hart, Tom Mix, Tim McCoy. The heroine who never demands equal rights, mink, Chanel No. 5 or even a kiss. The villain who can be spotted at a glance by his mustache and his coal-black horse. The short cut through the pass, the overhanging branch into which the hero will catapult, the soothing sound of gunfire that never really kills anybody. In television areas, even the 6-year-olds can tell you the plot after the first reel, and even their parents stay right on through to the inevitable triumphant end. This is what the modern world needs: simplicity, stability, predictability, spotless heroes, unmitigated villains and a lot less fancy talk.

Of course the Westerns in the theaters today are a far cry from the old ones. They're in Technicolor now and full of realism. The cowboys reload their revolvers after every sixth shot. The heroines have psychological problems and the heroes like to settle down, instead of fleeing the minute the girls begin to get lights in their eyes. They even have some new plots nowadays, not all of which are predictable in complete detail. But it's still the movie West—where men are men and women love 'em, and no villain is ever going to get to first base. It's a better world by far than the one outside the theater.



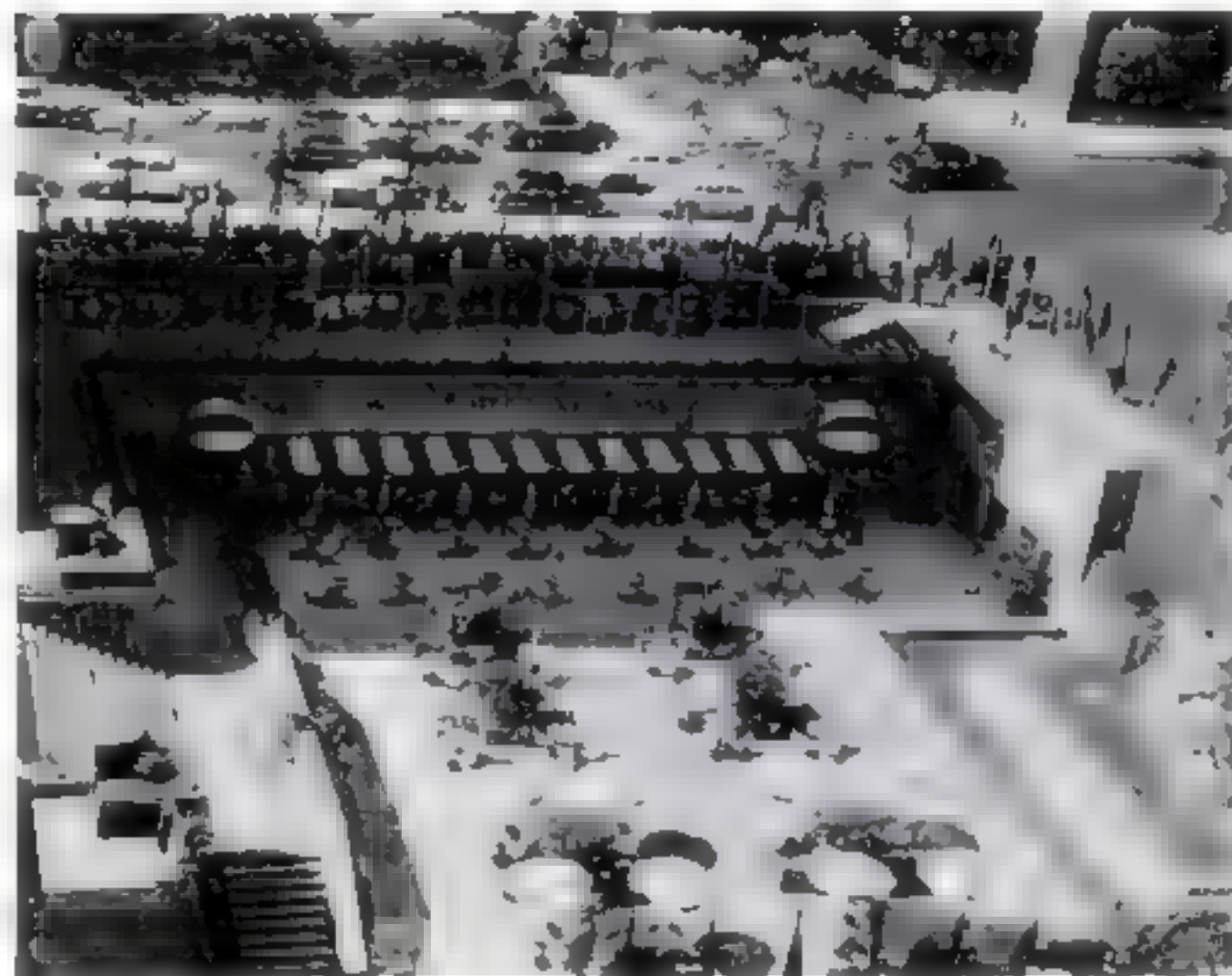
A KINGLY CAMERAMAN

The rumpled but earnest young photographer above is His Majesty King Faisal II Al-Hashimi of Iraq, shown snapping a picture from the owners' box at Ebbets Field in Brooklyn. The king arrived last week for a tour of the U.S. To see what he photographed and what he did, turn the page.

THE KING TAKES SOME PHOTOGRAPHS



SPORTS SHOT by Photographer Faisal shows Jim Hearn of the Giants pitching to Pee Wee Reese of the Dodgers in last of fifth inning. Dodgers won 5-4.



SCENIC SHOT of the outdoor cafe in Rockefeller Center was made by King Faisal from atop the International Building during his guided tour of the area.

ROYAL VISITOR LOOKS AT U.S.

King Faisal is a slight, affable 17-year-old with a strong British accent and a fondness for history, photography (*preceding page*) and the Brooklyn Dodgers. As he began his U.S. stay last week, he combined two of his hobbies and covered the Giant-Dodger ball game, using Life Photographer Yale Joel's camera. Since the Dodgers won 5-4, it was a happy start for the young king's visit. He was invited to this country by President Truman and the State Department, both of whom are well aware of the strategic importance of Iraq and the turbulent Middle East in the current world situation. Faisal has been king of the ancient, oil-rich country of Iraq (legendary site of the Garden of Eden) since he was three, but he will not actually begin to rule until next May, when he becomes 18. Like many a less regal tourist, King Faisal took a guided tour of Rockefeller Center and a boat trip around Manhattan. Unlike most tourists, he was constantly surrounded by State Department men as well as his own staff and reporters and photographers (who kept yelling, "Just one more, please, king"). In spite of the crowds Faisal managed to see and enjoy *South Pacific* and to inspect an oil refinery in New Jersey. At week's end he flew to Washington for luncheon with his official host, President Truman. Later, he will see a Ford assembly line in Michigan, tour power and irrigation projects (in which he is particularly interested) in California, Colorado and Tennessee and watch demonstrations of the latest American jets, tanks and artillery. The State Department hopes that young King Faisal will become a strong friend in the Middle East, where U.S. friends are few and even Faisal's close advisers may be anti-American.



YOUTHFUL CHARM of King Faisal captivated reporters during press conference held at Yale Club,

where he stayed in New York. He said he hadn't yet done any "kingly things" like signing documents.

HE GETS AN EDUCATION IN BASEBALL



BASEBALL BADINAGE in Dodger dugout pleased king until his uncle made him remove ball cap as undignified. "I guess I'd better leave now," said king.



CRICKET TECHNIQUE is shown to Jackie Robinson during radio interview. "At cricket, the spectators just clap," said the king. "At baseball, they cheer."

HE SEES RADIO CITY, 'SOUTH PACIFIC'



PRETTY GIRL GUIDE escorted king and party through Rockefeller Center. Visit is most excitement king has had since he was kidnaped during 1911 revolt.



PRETTY GIRL SINGER Martha Wright, star of *South Pacific*, received roses after king saw the show. She said king's presence had made the cast nervous.

HE GETS A DINNER, A TOUR, A LUNCH



AT DINNER in king's honor at New York's plush River Club, he chats with Mrs. Thomas J. Watson.



AT OIL REFINERY in New Jersey, the king feels powdery catalyst used in making high octane gas.



AT LUNCHEON at White House, the king shakes hands with the President, his official host in U.S.

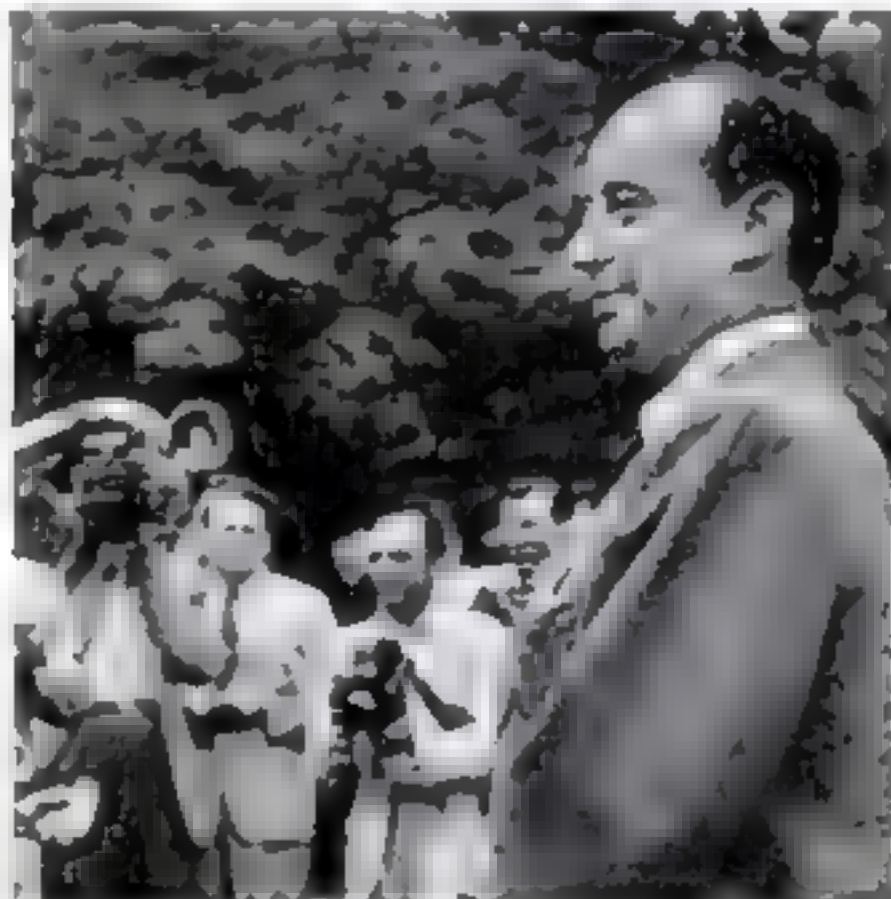
ADLAI REACHES FOR THE COMMON TOUCH

When Governor Adlai Stevenson mounted a Chicago rostrum to accept the Democratic nomination he delivered a speech that set new literary standards for present-day political oratory. It was at once humble and lofty, the words and thoughts of a man who would appeal to intellectuals. But almost immediately the governor dismounted from his pedestal and began to strive for the common touch. Next day he referred to the delegates as "the finest political livestock," and introduced Sparkman, his running mate, as a prize among them. From then on he persistently turned out small jokes, self-effacing remarks and even puns—all carefully reported—at the rate of a couple a day. Explaining that he was busy, he quipped, "In the words of the young preacher, I am working to beat Hell."

Visiting his old home in Bloomington, Ill., he said that in his case it was not "Home town boy makes good," but "Good home town makes boy." Recently situations like those shown below have moved him to turn out jokes even faster. At Springfield, unveiling a statue, he pulled aside a curtain with "I'm happy this isn't my shirt I'm pulling off." In Washington, after his celebrated luncheon with the President and Cabinet, he remarked, "Another such lunch and I'll be so fat I won't be able to campaign." And on Thursday, back in Springfield again, he scouted Republican accusations that he was "captive" of the Truman Administration by slipping an ad lib into his speech: "Next week I'll probably read in the paper that I'm the captive of a girl named Ada, but I haven't met her yet."



SIPPING a milkshake too thick to pass through a straw, Stevenson tried one suck, then handed it to boy with "Here, You look undernourished."



POSING for photographers at capital, he said, "These are the times one wishes God had endowed one with something better in the way of a face."



POINTING, after cameramen asked him to wave, he spied secretaries watching from nearby building, told Sparkman, "Now we can do some real waving."



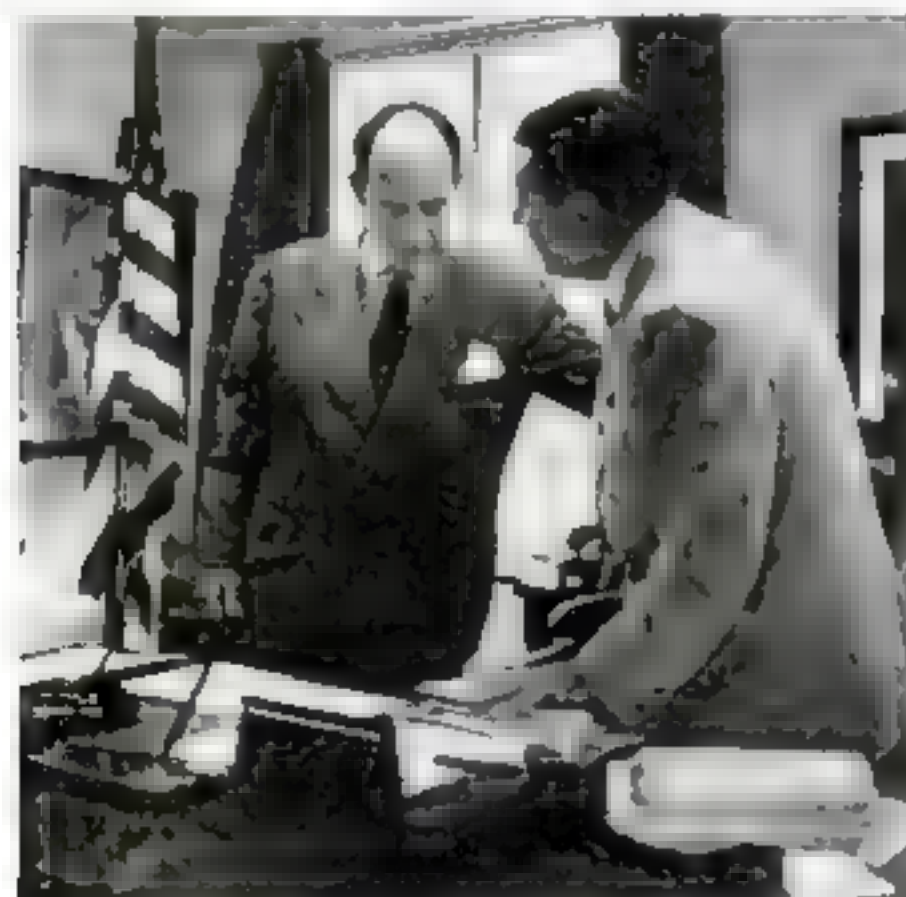
TRUMAN QUIP got the President into the act. When a reporter said politely, "How do you do?" the President cracked right back, "I do as I please."



TRUMAN SLIP came when he said Adlai would be in White House Nov. 4, instead of Jan. 20, corrected self with "I almost gave you two months there."



KIDDING HIMSELF he told ladies at party headquarters about his posing. "They haven't had so much trouble with me since I was in dancing school."



KIDDING MCKINNEY, the Democratic chairman whom he ousted, Stevenson at headquarters says, "You don't mean to say you get mail here?"



LEARNING THE ROPES from Alben Barkley, a past master at the common touch, Stevenson leans forward and laughs as Veep cracks, "I got more

applause and fewer votes than anybody at the convention." He spoke at Springfield after Stevenson had introduced him as "the youngest of them all."



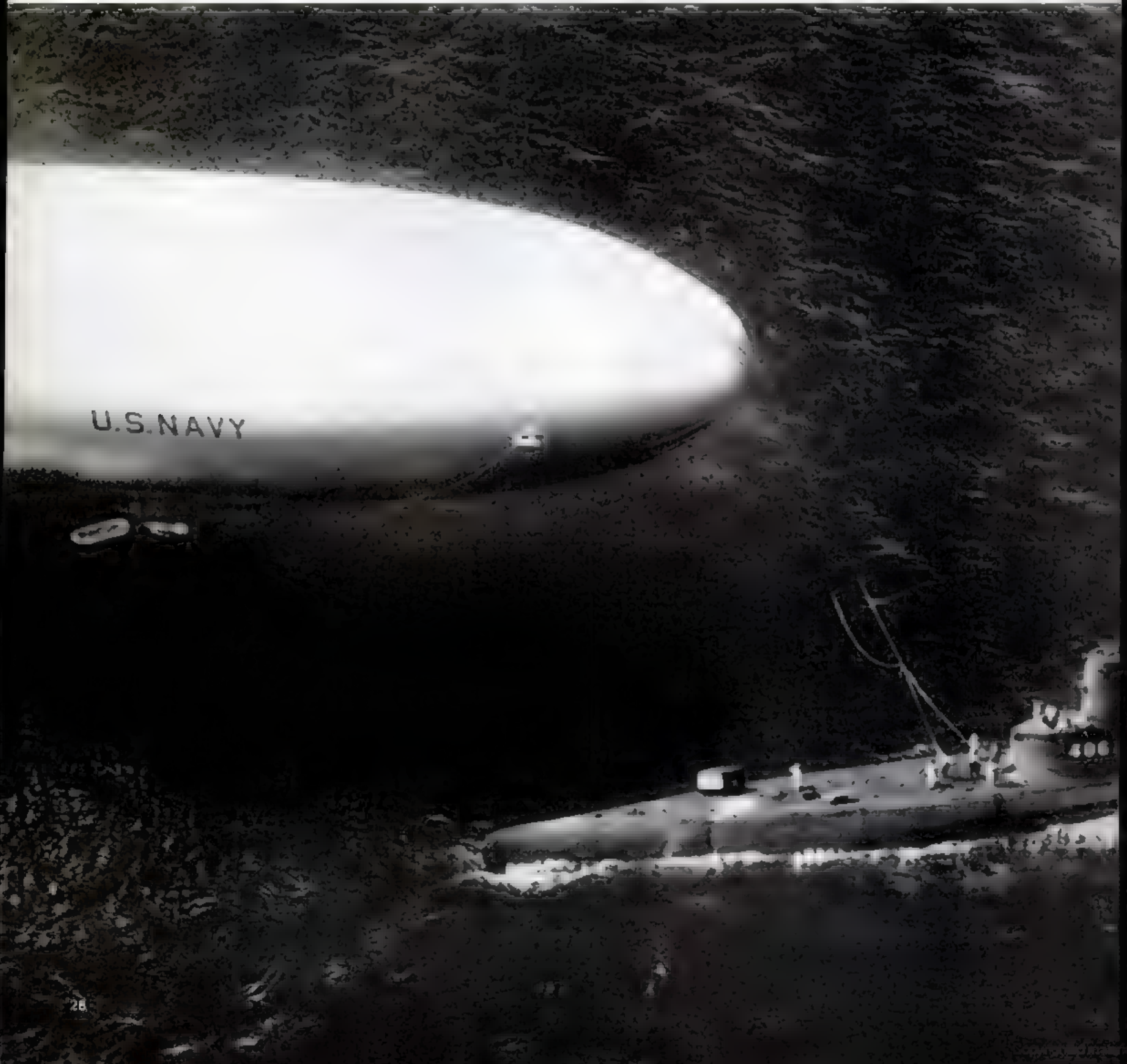
VISUAL FOLKSINESS is attempted by Stevenson who winks as he shows off a new campaign button at the fair in Springfield, Ill. Beside him is Barkley, who followed him to the platform. In his speech Stevenson ticked off the forces

said to be his "captors"—the C.I.O., the Dixiecrats and Wall Street. Found it not too uncomfortable to be captured "by most everybody except the Republican Old Guard," and got a laugh with "Don't you send me any CARE packages!"



AFTER 3,000-FOOT DROP, BLIMP SETTLES TO SURFACE OF WATER BEHIND SUBMARINE "SEAPOACHER" WITH WHICH IT HAD BEEN COORDINATING MANEUVERS

TOWLINE FASTENED TO SUBMARINE, BLIMP RISES AS SUB GETS UNDER WAY. TRIP BACK TO BASE AT BOCA CHICA WAS MADE AT AVERAGE SPEED OF 15 KNOTS



A SUBMARINE RESCUES A DISABLED BLIMP

Undersea craft makes naval history by towing lighter-than-air ship through stormy wind and water

Off the Florida coast a blimp engaged in a Navy test of electronic equipment hit a sudden downdraft and was slapped into the sea. When it bounced up again its propellers were bent and its engines flooded. Without their power to hold it down to a given altitude, the blimp became in effect a free balloon and rose 3,000 feet before the pilot could bring it down to the sea again by releasing helium. There it was either smashing its gondola into three-foot-high waves or being borne into the air by

gusts of wind. The crew moved the blimp's priceless equipment onto a rubber raft which had been launched from a nearby submarine, the U.S.S. *Seaponcher*. Sparks from the radio twice started fires in the gondola, full of gasoline fumes as a result of water pressure on the fuel tanks, but they were extinguished. Then a towline from the blimp was made fast to the submarine, the sub headed back for its base at Boca Chica, and the blimp rose in the air like a kite. For 3½ hours it was dragged along,

fighting a 30-mile gale which once slammed it back in the ocean so hard that the three men remaining aboard were hip-deep in water. The blimp had to spend all night outside the harbor entrance at Boca Chica because the channels through the coral reefs were too tricky to be navigated in darkness. But at dawn the haul was successfully completed, marking the first time in naval history that a blimp—one of whose chief functions in time of war is to destroy submarines—was itself rescued by a sub.



HAPPY END of the blimp's adventures came when towline was transferred to a surface vessel which brought it ashore. Rescue of blimp saved Navy \$600,000.

**Nudists Strip for
Hot Balloting**

**Bare Nudicrat Threat
To Take Nude Walk**

**Beaten Rump Faction
Ready to Bolt Nudists**

Nudists Hail Lady Photog's Exposure

Rain Soaks Nudist Delegates to the Skin

**Reporter Gets All the
Nudes (Fit to Print)**

**New Nude Deal
Is Big Issue in
Sunbath Voting**

**Nudists Strip Down
For Election Battle**



TAKING A BREAK BETWEEN CONVENTION MEETINGS, FIVE DELEGATES CATCH UP ON THEIR SUNBURN

The jaded press has some fun with Jersey nudist convention

U.S. editors are plagued each year by conventions ranging from solemn conclaves of morticians to frivolous meetings of the potato chip industry (*LIFE*, Feb. 28, 1949) and they are apathetic when it comes time for the nudists to convene. Then they are apt to remark, with a sourness unusual even for them, that the delegates would look better clothed. But this year a section of the New York press, led by the *Daily News* and the local office of the United Press, decided to polish up the ancient summertime cliché by giving it a supercliché treatment. When 300 nudists, representing 3,500 members of the American Sunbathing Association, met at Mays Landing, N.J. last week, the photographers and reporters poured into the convention. They were delighted to note the ruckus that ensued when delegates, earnestly campaigning, rejected Alois Knapp, candidate of their long-time leader, Dr. Hsley Boone, a Baptist minister. With the aid of proxy votes one Mervin Mounce swept into the presidency by a vote of 1,457 to 430. Copyreaders, ignoring the issues but not the fight, had a punster's picnic (*above*). They found signs of "cleavage" in nudist politics and piled on phrases like "take-off," "nothing up their sleeves" and bade a fond farewell to the whole story with a headline, NO NUDES IS GOOD NUDES.



POLITICAL LOSER, Dr. Boone, head of one faction, checks list with daughter-in-law.



NUDE NEWSMAN, Photographer George Tortie of the *Daily News*, takes a picture of a pair of equally nude conventioners.



POLITICAL WINNER, Mounce (*right*), a contractor, checks his speech with a friend.

Only a handful of people could
hear Andrew Jackson's speeches in 1829.
Today millions will witness the campaign via television.

TODAY YOU GET A
CLEARER PICTURE



See the Campaign clearly on
WESTINGHOUSE TELEVISION
with the Electronic Clarifier

You'll get the most completely satisfactory reception, whether you're watching a campaign speech, a prize fight or a dramatic show, if you view it on a *Westinghouse*. Your future satisfaction is assured, too, with the amazing Westinghouse Plug-In UHF Receptor that lets you add new stations as they come on the air. No extra dials needed for tuning. No UHF installation charge to pay. And *only Westinghouse has it!*



**ELECTRONIC CLARIFIER ELIMINATES ALL PICTURE INTERFERENCE
... GIVES YOU CLEAR PICTURES THAT STAY CLEAR.**

Another first for Westinghouse engineers. Another reason why you can be sure ... if it's Westinghouse.



NO STREAKS



NO FLUTTER



NO FLOP-OVER



21" PICTURE—THE WHITMORE

The clearest picture you've ever seen in this big size, whether you sit close-up, or across the room. Ready now for new UHF stations. You add stations by plugging in exclusive Westinghouse receptors so easy you can do it yourself. Ask your dealer to show you Model 720 K21, now available on more liberal terms.

Tune in on history! Only Westinghouse brings you complete coverage of the political campaign over CBS television and radio.

YOU CAN BE **SURE**...IF IT'S **Westinghouse**

Back-to-Campus time



LOUISIANA STATE UNIVERSITY



CLASS TIME—Head for high marks in McGregor's Nylon FREEZONE Jacket, with the 2-ply Nylon 'n' Nylon Fleece Canadian Red lining... 25.95, McGregor's washable Orlon Sweater... Sleeveless 7.50, Pullover 10.00 and McGregor's Orlando Shirt 55% Orlon, 45% wool that's wrinkle resistant... 13.95, Crease-resistant DaVinci Slacks 65% dacron, 35% wool... 22.95



UNIVERSITY OF CALIFORNIA



COFFEE TIME—Take a break in McGregor's smart Grosgrain Cord Sport Coat...luxurious horizontal rib corduroy... 22.95 McGregor's washable Phantom-weight Grosgrain Cord Shirt 8.95, Snowcord Tatter-rall Vest... 10.00 McGregor's Scot Cord Slacks... 9.95



INDIANA UNIVERSITY



STUDY TIME—Crack those books in comfort in McGregor's Club Tri-Threat Jacket with clever zip-in, zip-out wool study coat... 29.95 Burn the midnight oil in McGregor's crease-resistant rayon gabardine Candle-Glo Shirt 8.95, 100% wool worsted Lustersheen Slacks, Hugger Waistband 21.50



UNIVERSITY OF TEXAS



LUNCH TIME—Meet the gang in McGregor's reversible Viva Viva Versa Jacket. Wear the Gabardine side out today tomorrow the striking Gun Club Check... 19.95 Match it check for check with the washable Viva Sport Shirt 8.95 Set this outfit off with McGregor's 100% Wool Forsythe tweed Socks 16.95

He'll always remember you gave him

McGREGOR*

Sportswear

is *McGregor* time

... it's always McGregor time around the Campus clock!



GAME TIME Score with McGregor's heavy Olympia G-harding Jacket—suede gabardine insulated with Super-Dont herby Jen-Cel—27.95. McGregor's Sweater—inspired by Knit Sweater of pure wool—5.00. The never-fade never-shrink Scot Sweater—5.95. Olympia G-h Slacks—Hugger Waistband—13.95.



COKE TIME Join the crowd in McGregor's Smart Camel Liner Country Jacket of specially woven wool suede with zip-in leather lining—45.00. Country Suede Sleeveless of imported suede leather—13.50. Colorfast gingham Around-the-Clock Sport Shirt—5.95. Pure wool flannel Ambassador Check Slacks—Hugger Waistband—21.50.



DATE TIME Look sharp in McGregor's motion colored Big Game Jacket of alpaca-lined nylon reinforced gabardine—49.95. pure wool Ardsley Sport Coat of Barley Tweed—39.95. Heeksuede Sport Vest—10.95. Washable William Tell flannel shirt—10.95. Balmoral Slacks of imported English flannel—Hugger Waistband—18.95.



MOVIE TIME Feature McGregor's Hamilton Suede Leather Bouse with trim, rib-knit collar and waistband—22.95. Added attractions: McGregor's Triple Cable Sweater Vest—8.95. Seymour Flannel Sport Shirt—10.95. Autumn Tweed Slacks—16.95.

Going Back to School!
Go casual—go comfortable—
go correct—Go McGREGOR!

Also available in Boys' Sizes at better stores everywhere — or write David D. Doniger & Co., Inc., 303 Fifth Ave., New York 16, N. Y.



How to break the ice. A welcome way, at this time of year, is to suggest a tall and frosty mint julep. And it's *especially* welcome if you make it with that perfect julep whiskey—Four Roses. For, so many people prefer Four Roses that it outsells every other whiskey at or above the Four Roses price—even outsells most other whiskeys at any price.

Wouldn't you
rather drink

Four Roses



Frankfort Distillers Corporation, New York. Blended whiskey. 86 & proof. 60% grain neutral spirits



CANDIDATE LEN SCHMITT ANSWERS TALKATHON QUESTIONS FROM BARBER CHAIR

PATENTED PERORATIONS

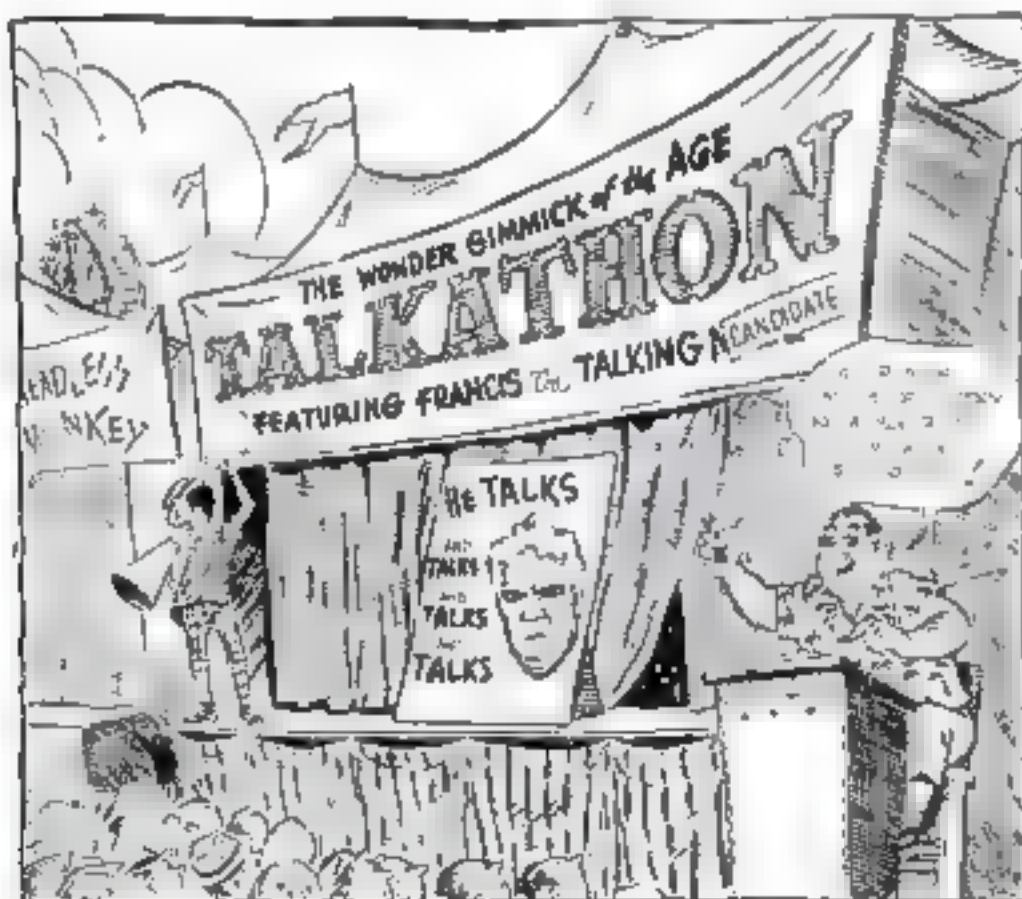
An enterprising promoter sells the 'Talkathon' to voters of three states



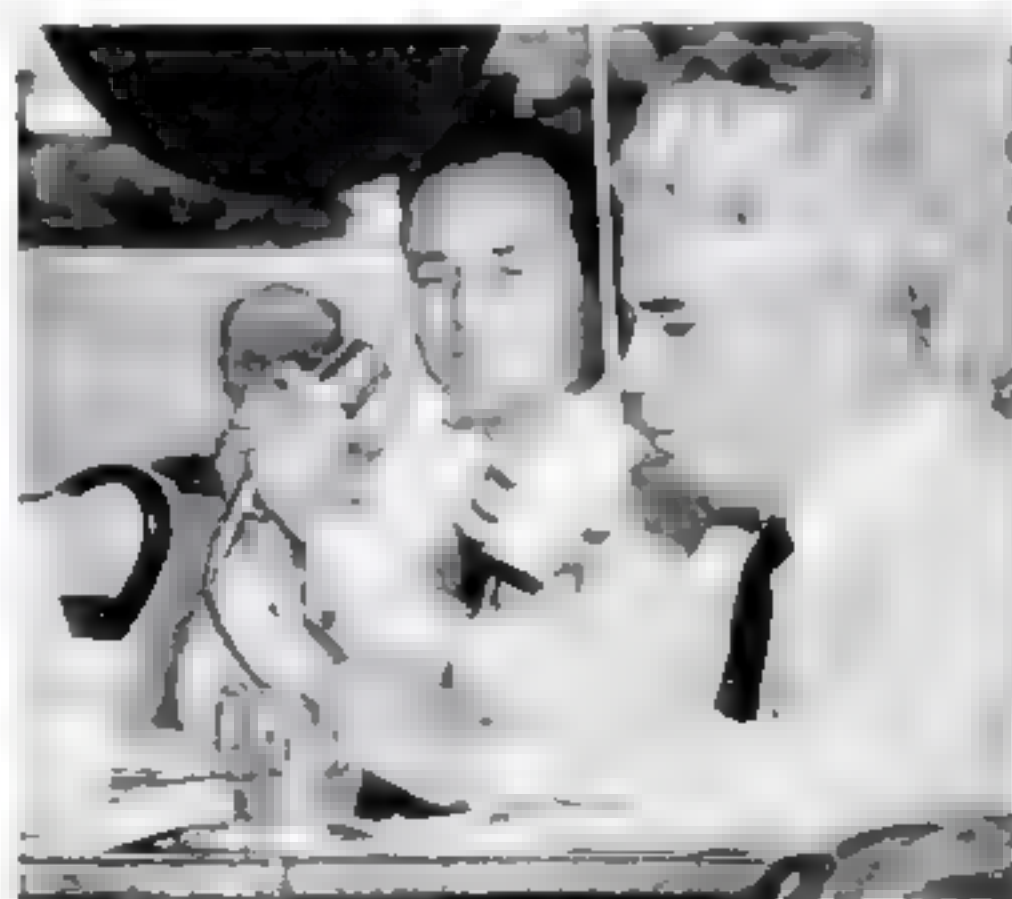
PROMOTER VENN

Political candidates of 1952, if they have iron constitutions and brass lungs, can avail themselves of a brand-new weapon, the Talkathon. Theoretically it is simple: the aspirant for office sits before a radio microphone and a battery of telephones, and as questions come in over the phones he goes on answering them and answering them and answering them. In practice, candidates have found it necessary to engage a Miami advertising man named Bob Venn, who not only has a staff and technical know-how, but has applied for a trademark on the title "Talkathon." Venn unveiled the Talkathon in May in the Florida

primaries, helped get his man Braley Odham an impressive 328,000 votes, though he lost. Venn moved to bigger things in Arkansas, where his experts impressarioed Judge Francis Cherry through 21 Talkathons, ranging from four to 24½ hours. Cherry won, and gave a boost to the Talkathon business. Len Schmitt, challenging Senator McCarthy in the Wisconsin Republican primary, had a try at it last week. He broke Cherry's record with a 25-hour session, interrupted by visits to the bathroom but not by eating or shaving (above). Schmitt answered 1,187 questions ranging from "Name one innocent person McCarthy has harmed" (Answer: General Marshall) to "Do you drink?" (Answer: Sometimes a social drink). Whatever luck Schmitt has, a new customer has signed up for Bob Venn's brainchild: Mike DiSalle, ex-price boss running for Senator in Ohio.



OPPOSING TALKATHON, friends of Arkansas Governor McMath ran cartoon against Talker Cherry in papers.



INVADING TALKATHON, McMath (left) appeared with Cherry in Helena to answer some questions himself.



Happy shaving! Thousands of Lectric Shave users are already getting faster, finer shaves. Try it yourself and see why they smile!

In Hot Weather get top-notch performance from your electric shaver

Prove it to yourself! Just apply cool, refreshing Lectric Shave to your face—then plug in your razor and shave!

To get top-notch performance, prepare your face with this remarkable 3-way "setting-up" action of Lectric Shave.

1. It dries off sticky perspiration that clogs and slows your shaver.
2. It lubricates the skin for faster, more comfortable shaving.
3. It softens your beard for closer, better-looking shaves.



FREE! Use Lectric Shave with any make of shaver. We'll send you a generous sample bottle—enough for a full month of shaving—absolutely free. Send name and address to: The J. B. Williams Company, Dept. LL-3, Glastonbury, Connecticut.

SOUP FOR LUNCH HOT AND HEARTY AND OH, SO GOOD! MAKE IT Campbell's TOMATO SOUP

Luscious red tomatoes,
fine table butter—it's
America's favorite soup!





**1,000 SHEETS
TO A ROLL**

...and So Soft for his Tender Skin

**1,000 SHEETS—OVER $\frac{1}{2}$ MORE
THAN THE 650 TISSUES YOU GET
FROM MOST OTHER BRANDS**

- It's true! The finest quality bathroom tissue you can buy is your best value too! ScotTissue's 1,000 sheets to a roll go further, last longer—you actually get $\frac{1}{2}$ more tissues than the 650 sheets you get from most other brands. And ScotTissue's consistently high quality—its softness, its strength and absorbency make it the perfect choice for baby—ideal for the family too.

**3 Rolls of ScotTissue
equal $4\frac{1}{2}$ Rolls of most other brands**

*ScotTissue Reg. U.S. Pat. Off.

LIFE ON THE NEWSFRONTS OF THE WORLD

A new atomic plant gets under way and an old gambler returns to prison

In an effort to step up production of atomic weapons, the Atomic Energy Commission announced that it was building a huge \$1.2 billion plant in southern Ohio. Farms and farmhouses will have to be cleared away to make room for the 6,500-acre U-235 factory, which will take four years to complete. The chief contractor will be Peter Kiewit, who has built dams, hospitals, houses and military bases for the government. By putting up the new plant and expanding the plants already in existence, the AEC hopes to meet the Defense Department's atomic weapon requirements five years sooner than would be possible at the current rate of production.

* * *

For years the suburban town of Edina (pop. 9,744) has argued with Minneapolis (pop. 521,718) about removing the streetcar tracks along France Avenue—the boundary line between them. Last week Edina got tired of the ancient argument and tore up its half of the tracks in order to pave its half of the street. If Minneapolis can figure out a way to run a streetcar on the one remaining track, that's perfectly all right with Edina.

NATO armies run short of men

NATO is having serious trouble over military commitments. Despite General Matthew Ridgway's plea for a two-year European conscription period, Belgium and Germany have already announced that they will draft their men for shorter periods, and the other European nations are expected to follow suit. France has warned that she may not be able to meet her commitments (LIFE, Aug. 4), and now England says that unless help is forthcoming, she may not be able to maintain her five divisions in Germany.



PRISON WAGON DELIVERS COSTELLO TO JAIL

Back in 1915 a young immigrant from Italy named Frank Castiglia spent 10 months in jail for carrying a concealed weapon. During the next 37 years he changed his name and became the gambling king of America—one of the wealthiest and most powerful men in the underworld. Last week, for his contempt of the Senate Crime Investigating Committee, Frank Costello went back to jail. His second sentence is for 18 months.



HICKMAN CONDUCTS FOOTBALL CLASS ON TV

Yale loses Coach Hickman to TV

For the last two football seasons the 300-pound hulk of Yale Coach Herman Hickman has loomed large on the television screen as well as on the football field. On the gridiron his record was mediocre—16 wins, 18 defeats, 2 ties—but on television his quick mind and massive joviality proved so successful that he claimed credit for making small TV screens obsolete. Some alumni objected to the dual role, but Hickman was so popular at Yale that he was given an unprecedented 10-year contract. Last week, with nine years of his contract still to go, Hickman resigned as Yale coach and signed up with the General Cigar Company for a weekly television show beginning this fall.

* * *

Republican Nominee Dwight D. Eisenhower had some hard words to say about Adlai Stevenson's luncheon with the President's cabinet (p. 26). The inclusion of Generals Omar Bradley and Walter Bedell Smith among the luncheon guests was, Ike said, an effort "to involve responsible nonpolitical officers" in a political campaign. Next day he received an invitation to attend a similar cabinet luncheon for a similar briefing. Ike said thank you but declined to get caught in what his advisers considered a political trap.

Boy Scouts repel Red menace

The Senate Internal Security subcommittee had evidence that the Communists were really playing dirty. In the 1930s, it revealed, the Communists had tried to destroy the Boy Scouts of America. First they had set up a rival organization, the Young Pioneers. "Smash the Boy Scouts! Join the Young Pioneers!" was the slogan. Pamphlets said that Scouts promoted "capitalistic wars," fostered "militarization of children" and took part in "the murder of striking workers." The Boy Scouts stood firm, but then the Communists tried infiltration tactics.

Chief Scout Executive Arthur Schuck explained that the infiltration movement had failed completely because "our system of analysis of each application has resulted in our refusing membership or weeding out such men." And let no one think that the Communists are doing any better now than they did in the '30s. "Every Scout," said Leader Schuck, "must take a pledge of loyalty to God and country."



Yes, and RC is best by taste-test, too!

2 full glasses in the BIG bottle—everywhere!



Florsheim Shoes,



the "Class" of '52



on every campus



in the land



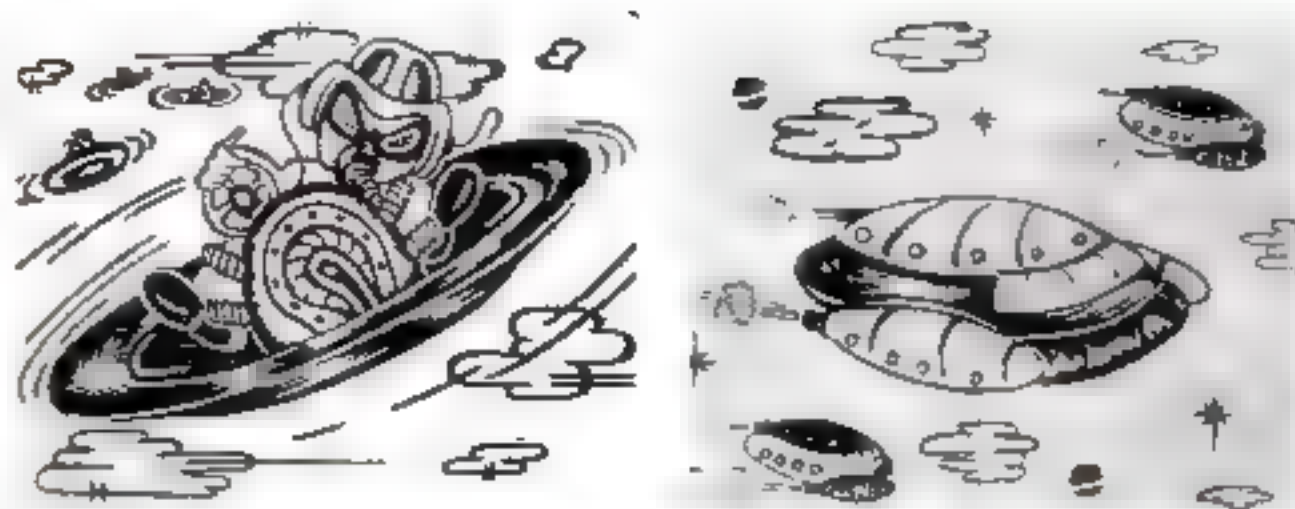
Shoe styles vary from campus to campus, but the leading styles—from West Coast to Ivy League—have one thing in common, the name Florsheim! Be it a plain toe blucher, or a storm-welted brogue; calf, cordovan, or Scotch grain, the "class" of '52 is The Florsheim Shoe—for good looks, fine fit, and the longer-wearing quality that has saved college men money on shoes for 60 years!



The KEXMOOR, S-1287, tan calf and brown suede U-wing tip combination, blue combination, S-1286

The Florsheim Shoe Company • Chicago • Makers of fine shoes for men and women

NEWSFRONTS CONTINUED



SAUCER PATTERN FOR PAJAMAS BEFORE (LEFT) AND AFTER CENSORSHIP

Flying saucer pajamas will soon be on the market for the benefit of children who have not had a chance to see any saucers in the sky. Introduction of the pajamas had been delayed because stores thought the original design of an evil-eyed Martian might frighten young customers. The new design has only clouds, stars and saucers—but the saucers will glow in the dark.

A deluxe vice ring is exposed



OLEG HEIR JELKE

Socialite Minot Frazier ("Mickey") Jelke will inherit a \$3 million oleomargarine fortune when he is 25, but right now he is only 22 and New York City police charged he was getting his pin money in a most illegal fashion—by running a deluxe call-girl business with prices as high as \$500. He was arrested for compulsory prostitution, conspiracy and possessing loaded weapons. Jelke was caught with a blonde and a black book full of price quotations in an apartment full of nude pictures, but he said the charges were "silly." In Chicago his father explained, "Mickey just likes good-looking girls."

* * *

A Navy court of inquiry made up its mind about the collision of the Destroyer-Minesweeper *Hobson* and the Carrier *Wasp* (LIFE, May 12). Full blame for the disaster which cost 176 lives was placed on the *Hobson's* captain, William J. Tierney, who—the court said—committed a "grave error of judgment" in maneuvers. Tierney went down with his ship.

Quadrigamist goes 'phooey-blooe'

Leroy Holzman worked as a tourist guide in New Orleans, but his favorite job was driving limousines at weddings because, he said, "It's a wonderful thing when two people get married." Last week his enthusiasm for marriage got him in trouble. When he "borrowed" \$2,200 from his wife Ernestine, she accused him of theft and had him thrown in jail. Then wives popped up all over the place, and it turned out that in addition to Ernestine, the 33-year-old Holzman was also married to a Clara, a Cecile and a Martha Jo—all of New Orleans. Holzman said he had kept his wives separate by taking one to the beach, one to the movies and one out driving, and "then I would alternate the entertainment the next day and so on." The only explanation he could think of for his quadrigamy was that he had gone "phooey-blooe."

* * *



The Disabled American Veterans' convention has approved the plans for a Pearl Harbor memorial to be called "The Grave of the Unknown Sailor." Designed by Paul Williams, the memorial will be paid for by voluntary contributions.

NOW! The most exciting Upside-down Cake ever!



RECIPE FOR "SUPER-GOOBER" CAKE...

the Swans Down Cake Mix Creation for Peanut-butter Lovin' Kids of all Ages!

If you own a skillet, you can turn out this newest, most exciting Swans Down Instant Cake Mix *quickie*—"Super-Goober."

It's a glorified new upside-down beauty—the tenderest, most delicious cake you ever tasted, topped with a peanut-butter and peach-slices concoction that sets your taste buds singing.

DO get a package of wonderful Swans Down Instant Cake Mix and try this recipe today.

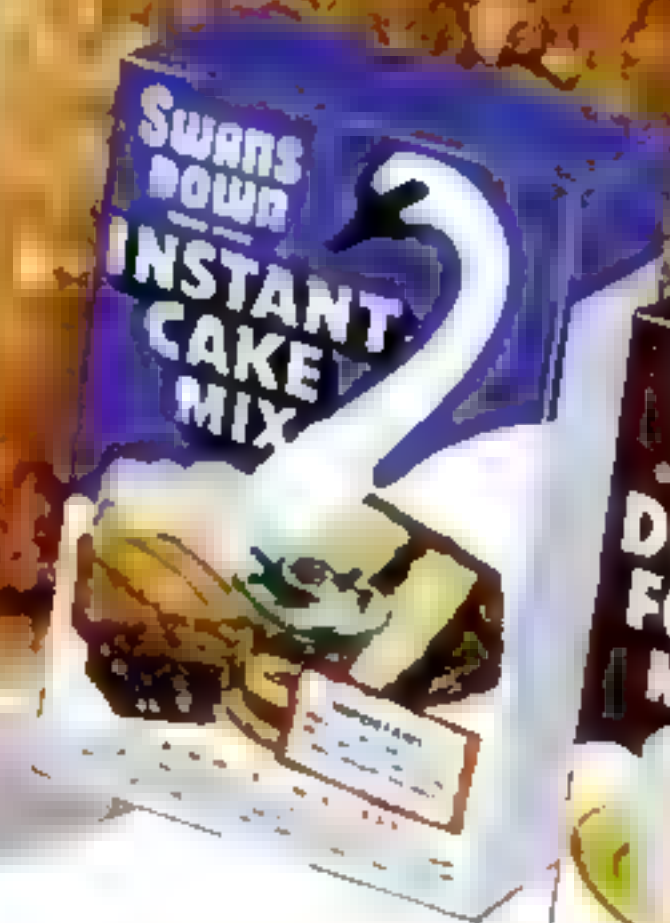
¼ cup butter
¼ cup peanut butter
¼ cup brown sugar
¼ cup peach juice
1½ cups well-drained canned sliced peaches

Cake Batter:
1 package Swans Down Instant Cake Mix
2 tablespoons sugar
1¼ cups milk
2 egg yolks, unbeaten

Combine butter, peanut butter, brown sugar, and peach juice in 9½-inch iron skillet or 9 x 9 x 2-inch square pan. Place over low heat and stir until butter is melted and mixture is blended. Remove from heat. Arrange peaches on mixture. Set aside.

Turn Swans Down Instant Cake Mix into bowl. Add sugar and ½ cup of the milk. Blend, then beat 1 minute. Add ¼ cup more milk. Blend, then beat 1 minute. Then add egg yolks and remaining ½ cup milk and beat 1 minute longer. (Beat cake vigorously by hand or at medium speed of electric mixer.)

Pour batter carefully over peach mixture. Bake in moderate oven (375°F.) 35 to 40 minutes for skillet, or about 50 minutes for pan. Cool cake 5 minutes. Then invert on serving plate and let stand 1 minute before removing pan. If desired, sprinkle with chopped peanuts. Serve warm with whipped cream or ice cream.



Swans Down Cake Mixes

No other mixes can match 'em!

Products of General Foods





Happy Day! The **NEWEST** and

REVOLUTIONARY

CROSLEY Automatic

We've put away the daily chore
Of doing dishes by the score,
We've thrown away our dishpan, for
We'll never need it any more!



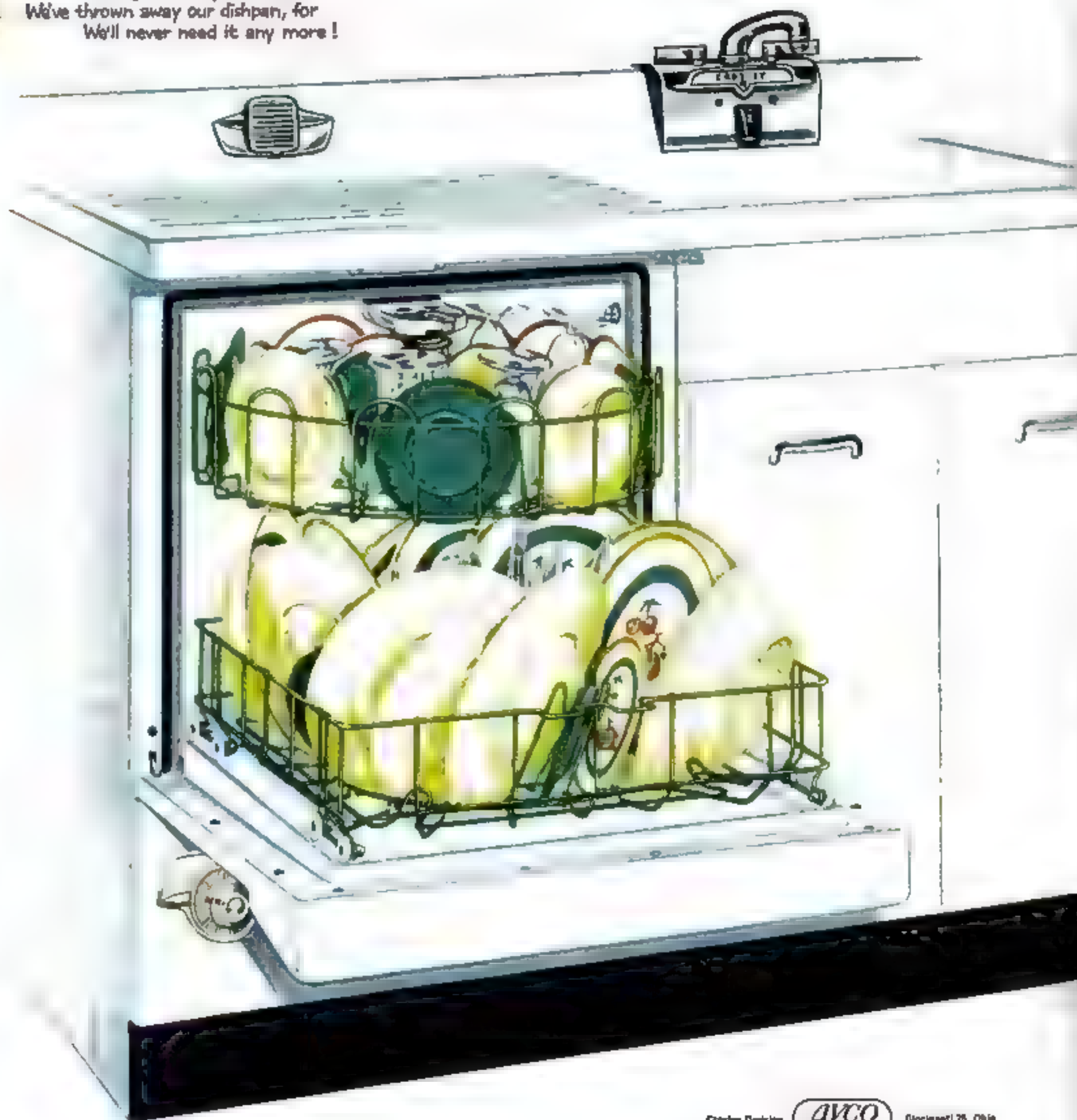
THREE MODELS—
One Perfect for Your Kitchen!



Model DE-24 — free-standing model with porcelain top and backplash. Fits in any 24-inch space.



Model DE-24UC — practical undercounter model designed to fit under the average kitchen counter.



Model DE-48A (above) Dishwasher-Sink... the perfect combination to modernize your kitchen. Dishwasher is located on the left for natural right-to-left loading motion.

Crosley Division **AVCO** Cincinnati 25, Ohio

Better Products for Happier Living

Automatic Dishwashers • Shalvador® Refrigerators • Shalvador® Freezers
Stoves • Food Waste Disposers • Electric Ranges • Electric Water Heaters
Steel Kitchen Cabinets • Room Air Conditioners • Radios... Televisions

Crosley Automatic Dishwasher —
the NEWEST and the BEST way to do dishes!

the **BEST** way to "do dishes"!



DISHWASHER

Revolving Rack with wonder-working **SwirlClean** Action eliminates "hit or miss" washing—gets all dishes, glasses, and silver completely clean!

Never again must the joy of a wonderful meal be ruined by messy dishwashing afterward! For Crosley now brings you its superb Automatic Dishwasher—the *newest* and *best* way to do dishes.

The Crosley is different from any dishwasher you ever heard of—different and much better . . . better because Crosley's Revolving Rack gives you marvelous SwirlClean Action. That is, during the whole washing and rinsing cycle, this upper rack of dishes gently rotates so that every single article in it is bathed by cleansing spray. In

other dishwashers large pieces in the lower rack can block the spray from the dishes above—but not in Crosley!

E-nor-mous Capacity! Your Crosley Dishwasher will take approximately 60 pieces of china and glassware and 48 pieces of silver. And it's so *safe*—plastic-covered racks mean no chipping of dishes . . . automatic safety device stops action if the door is accidentally opened.

Yes, Crosley gives you the dishwasher that has *everything* and "then some." It's the dishwasher you want—see it at your Crosley Dealer's today!

THE MOST WONDERFUL WORK-SAVER YOU CAN PUT IN YOUR KITCHEN!
Every feature means more leisure for you!

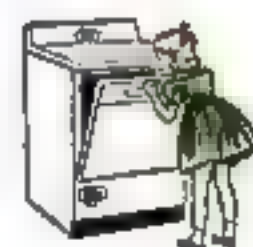
1 Revolving Rack with Swirl Clean Action means every dish and piece of silver catches cleansing spray.



5 Dishes get a pre-wash "spray" rinse plus one "spray" and two "power" rinses after washing.



9 Automatic Safety Switch stops all action if door is accidentally opened during dishwashing operation.



2 Revolving Rack pulls out and rotates—lower rack rolls out—for quickest, easiest loading of dishes.



6 Special heater unit maintains correct temperature for washing, rinsing and drying the dishes.



10 Hot humid air is forced out of vent at back, giving a shorter, more efficient drying cycle.



3 Both racks are removable. With Revolving Rack out, extra-large pieces can easily be washed.



7 To prevent possible re-depositing of sticky food particles, impeller stops during drain cycles.



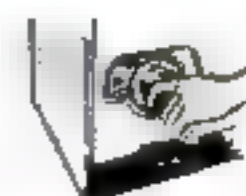
11 Steam- and air-vent location at the back prevents condensation and dripping around door.



4 Whirling impeller sends powerful cleansing spray to all parts of dishwasher, cleansing pieces thoroughly.



8 You can turn Indicator Control Dial to stop, change, skip or repeat any operation you desire.



12 Foolproof control mechanism . . . you just load, close door, turn the handle to "on"!



YOU WANT THE DISHWASHER THAT GIVES YOU ALL THESE FEATURES!



Guaranteed by
Hunt Housekeeping
a safe standard, 100%

Deliciously yours!

*P.S. Hunt—for the best. See your grocer's ads
and look in his store for the low price!*



WARTIME PICTURE, taken soon after battle of San Juan Hill, shows Lieut. Col. Teddy Roosevelt

(center) looking as rough and ready as his men. In four months a fourth of the Riders were casualties

THE ROUGH RIDERS RIDE AGAIN

The thinning ranks of Teddy Roosevelt's men close for a reunion

Just 54 years ago Teddy Roosevelt left his post as assistant secretary of the Navy, became a lieutenant colonel in the Army and set about raising a volunteer cavalry regiment of the "harum-scarum rough riders of the West." Thanks to the Rough Riders, Teddy had a ready-made springboard to the presidency, and thanks to Teddy's influence, the 1,000 men of his First U.S. Volunteer Cavalry had better equipment, better food—and better publicity—than any other fighting unit in the Spanish-American War. The Rough Riders' charge up San Juan Hill to Santiago, Cuba remains a high point in American exuberance, even though the hill had already been captured. Teddy's boys held their first reunion in 1899 in Las Vegas, N. Mex. As they met there again this month, the rolls showed only 104 Rough Riders still alive, and of these only 28 could attend. Two of the boys could still mount a horse (*next page*), and all were full of spirit. But their talk now was of old friends and their own infirmities, rather than of the wild confusions and sudden glories of those distant days in Cuba.



REUNION PICTURE, taken during barbecue at a New Mexico ranch, shows 25 of 28 who attended.

The boys also took part in a parade and watched some present-day rough riders perform in a rodeo



SPRYEST of the rough riders at reunion was Jess D. Langdon, 75, shown dancing with rodeo queen.

Get that *DIRTY*
FAST!

but save
YOUR
SKIN!



Boraxo "melt-away" action cleans hands faster, gentler than any other hand soap!

Here's fast cleaning! Boraxo is the powdered hand soap containing tiny soluble crystals that clean away all dirt, then melt away, leaving hands and knuckles soft! No harsh abrasives. A must for "week-end handymen," gardeners, sportsmen, children and housewives. Get Boraxo, get hands twice as clean in half the time!

ANOTHER FAMOUS "20 MULE TEAM" PRODUCT



Rough Riders CONTINUED



STILL RIDING proudly, Jess Langdon and Billy McGinty head parade down Las Vegas' street.



WILLIAM LOVE, 80, of Las Vegas, collapsed in sun, recovered and asked, "Can't a fellow get tired?"



JOHN SHAW, 78, of Omaha, says, "There ain't a thing wrong with me whiskey or women won't cure."



HARMAN H. WYNKOOP, 40, of
S. 1. He was a reporter before war,
now a newspaper reporter in S. 1.



BILLY MCGINTY, 35, of Ripley,
Okla., heads the Rough Riders.
I rode with Buffalo Bill, too.

Stop stuffing clothes into obsolete box luggage!

Your clothes are made to hang

**Revolutionary new Car-Sac luggage
carries garments wrinkle-free!**



*Peter Lind Hayes and Mary Healy,
favorite TV couple soon to be seen
in the Stanley Kramer production
"The 5,000 Fingers of Dr. T".
Color by Technicolor.*

*It's the luggage
with the "hang"
of modern travel!*

No wonder it's already the most
wanted single luggage item in the
country! Ask for Car-Sac at your favor-
ite luggage shop or luggage departments
in department stores. Shown in
MacArthur plaid—men's model holds
4 suits, about \$12.95. Women's model
holds 6 dresses, about \$14.95. Matching
Swag Bags—"bottomless" carry-alls—
from \$3.95. All prices plus Federal Tax.

*Women's Model, shown, 54 inches
Men's Model, 40 inches*

- **No "packing"!** Lift clothes—on
hangers—from closet to Car-Sac!
- **No wrinkling!** Clothes don't
crease, bunch or muss.
- **Lighter weight!** Weighs 70%
less than misnamed "airplane"
luggage.
- **Useful year 'round!** Perfect
moth-proof, dust-proof storage
closet for out-of-season clothing!
- **Pays for itself!** Economical in
first cost, Car-Sac pays for itself in
savings on excess weight charges
and pressing bills!
- **Good-looking, too!** Many
handsome colors and patterns. At
last—luggage as smart as the
clothes you wear!



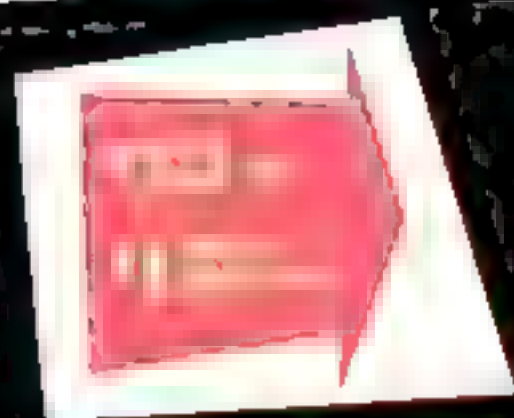
Car-Sac

the de luxe traveling clothes closet made by ATLANTIC PRODUCTS CORPORATION, Trenton, New Jersey

The most complete variety of styles and prices ever offered in these famed writing instruments. Now is the time to replace that old pen with a modern, dependable Parker. See the special showing at your pen dealer's . . . choose today for school, home, or office.

● Your pen dealer's Parker Preview for Fall is designed to answer every writing need. Here are the most advanced writing instruments you'll see anywhere, including more than one distinguished newcomer. Never before has the Parker line offered so many styles in so broad a range of prices.

Every one of these pens has the distinctive Parker beauty and traditional Parker precision. They assure you sound value and lasting enjoyment. Whichever model you choose—you'll write better for it.



New pens...new prices.

The world's most-wanted pen . . . your finest pen at any price . . . is the New Parker "51". Decades ahead in design, this pen alone has the remarkable Aero-metric Ink System. It makes writing effortless . . . far surer and smoother than anything you ever imagined could be possible. Even filling is unbelievably easy!

Let your dealer's Parker Preview for Fall prove now that you can say it best on paper with a Parker—at your price. Choose for school, home, or office. The Parker Pen Company, Janesville, Wisconsin, U.S.A.; Toronto, Canada.



*As the twig is bent the tree grows.
Better schools build a stronger America.*

See them at your pen

\$15⁰⁰



New Parker "51" slimmer demi-size. Lustraloy cap. Pen, \$15.00; set, \$22.50.



New Parker "51" slim regular size. With gold-filled cap, \$19.75; set, \$29.75.

\$12⁵⁰



New Parker "51" Special. With pencil, \$18.25.

by world famous PARKER

\$10⁰⁰



New Parker "21" Custom. With pencil, \$17.50.

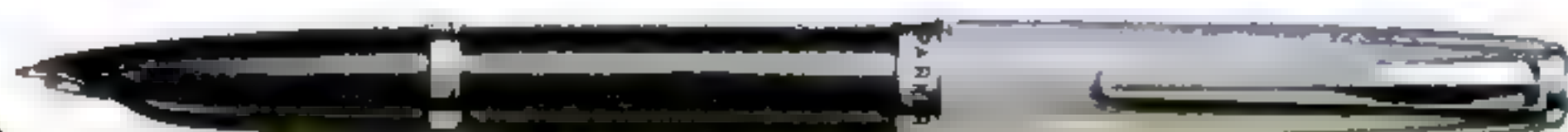
\$7⁵⁰



New Parker "21" DeLuxe. With pencil, \$12.50.

dealer's now during the PARKER PREVIEW for FALL

\$5⁷⁵



New Parker "21". With pencil, \$10.00.



Another outstanding Parker value!

NEW PARKETTE... SET, \$5.75... PEN \$3⁵⁰

A wide variety of colors is offered in all Parker Pens. There are pencils to match. Choice of point styles to suit every preference, from very fine to extra broad.

Parker "51" and "21" Pens "write dry" with Superchrome Ink. No blotter needed. They can use any fountain pen ink.

Cope. 1962 by The Parker Pen Company



COLABORE CON
LA POLICIA



FROM BALCONIES ABOVE EVA'S PORTRAIT ON INFORMATION BUILDING, MOURNERS TOSS FLOWERS ONTO CORTEGE

A FLOWERY FAREWELL TO EVITA

Fifteen days after her death a million people assemble for funeral march

In Buenos Aires last week a million mourners, their tears still flowing after 15 days of national grief (LIFE, Aug. 11), lined streets banked with flowers and draped in somber crepe to give Eva Perón the funeral homage due a chief of state. In the congress building Dictator Juan Perón stood beside his wife's silver and cedar coffin as an archbishop said final prayers. Peronista henchmen from every branch of government swore "by the fatherland and by you, Eva Perón, to be loyal . . . to give our lives for Perón." A supreme court justice declared that Argentina had "lost . . . a sweet, soft-eyed magistrate."

Then, along a 23-block route (see following pages) Eva's body was carried to its temporary resting place, the union headquarters of Argentina's five million laborers, the "shirtless ones" for whose love, and votes, she had plundered the nation's economy. Within the month, across the nation which was re-naming streets, schools, one entire county, the city of La Plata and even a packing house in her memory, every wage earner except those foolhardy enough to protest would be assessed one day's earnings to pay for the national monument which will be Evita's final resting place and the *descamisados'* eternal shrine.

**CAR OWNERS!
SAVE 1 GALLON OF
GAS IN EVERY 10**



**Friction-Proofing with Wynn's
Cuts Gasoline Bills 10%**

YOU'RE WASTING GAS if you're not using Wynn's Friction Proofing Oil! It's true—and you can prove it in your own car with this simple test: First, check your car's gas mileage without Wynn's. Now add Wynn's to your motor oil and count those miles-per-gallon again. You'll find Wynn's not only cuts gasoline bills 10% or more, it gives your car lots more pep and power, reduces engine deposits and wear. Use Wynn's every 1000 miles.



95¢ pint
Except in Canada

**AT SERVICE STATIONS, GARAGES,
NEW CAR DEALERS**

WYNN OIL COMPANY • AZUSA, CALIFORNIA

"Years of disappointment?
FORGET IT ALL!"



This
1 minute

... can give you
healthier-looking, more beautiful hair
even when years of other hair care have failed

Men and women everywhere are calling this "The Minute Miracle." No wonder! It is changing the hair-care habits of millions and millions from coast to coast. Results proved in the happiness of all these customers enable us to make this statement . . .

"The most astounding, the most nation-sweeping promise ever made" . . . to all men and women who wash their hair more than a half a dozen times a year . . . to men and women who comb their hair with one hand and throw it away with the other . . . to girls who beat their hair, beat their hair, treat their hair with everything from shellac to beer, only to find that all their struggles end in *straggles!*

Which are you? We've mentioned the millions who are now satisfied that they have found "the hair care to end all hair cares." We can also mention millions who spend millions of dollars to mistreat their hair. We'd like to give a lot of help to a lot of people now losing their hair through neglect.

If hair could feel pain . . . you'd scream! If dandruff, falling hair, drying hair, splitting and cracking ends, were painful people would rush to hair specialists even as they get up nerve to rush to dentists. But, sadly, your hair has no feeling. It won't complain even when you kill it.

Can you "rub on something" and grow hair? If olive oil can grow hair, why is it used in face powders and soaps which we know won't grow hair? Mechanics and station men work in mineral oil and standard oil without changing hair growth. And alcohol! If alcohol could grow hair most men I know would have fur-lined stomachs.

Well, what are we going to do? Take a lesson from the one animal which grows hair like we do. That's the sheep. Sheep's hair keeps growing, like ours. When sheep get a hair cut, we get our wool. And did you ever notice the resemblance of sheep's hair to some human's? Rain and water make it curl even tighter. Now, the oil which conditions the sheep's hair is lanolin. The secret of good-looking human hair is natural oil very much like lanolin. So millions are gain-

ing all the benefits lanolin can give human hair by using famous Formula 9.

So take a tip from millions! Get Charles Antell Formula 9. Follow the simple directions—use it on your hair. Brush, comb or "fix," your hair as usual. Take a look at your watch and take one minute. Quickly done. Take a look at your hair. Perfectly done. And NOW . . .

Ladies and Gentlemen!

HERE'S THE COMMERCIAL

Here's What I'm Promising

Here's What I'm Giving Away

In order to get you to purchase Formula 9 right away, we're cutting the price of the regular size (90 days' supply for two people) to \$2. And to make certain you don't use anything else on your hair while you try it, we give you . . . yes, give you a \$1 bottle of our new lanolin

shampoo. So use Formula 9, as directed, for 30 days. It must work . . . it must give you healthier-looking, more beautiful hair. If your hair doesn't seem to you improved in every way we've led you to expect . . . here's more than your money back. Keep the shampoo as a gift from Charles Antell. Return the Formula 9, or jar. We return your money without question. Our guarantee is unconditional. So go to your nearest drug, chain, or department store and get Formula 9 today.

During this introduction, you may purchase the large family size for only \$3 and receive as a gift double the regular size of shampoo.

P.S. Your progressive barber or beauty shop can give you professional hair care with genuine Charles Antell Formula 9 and Shampoo.

"The name that made lanolin famous!"

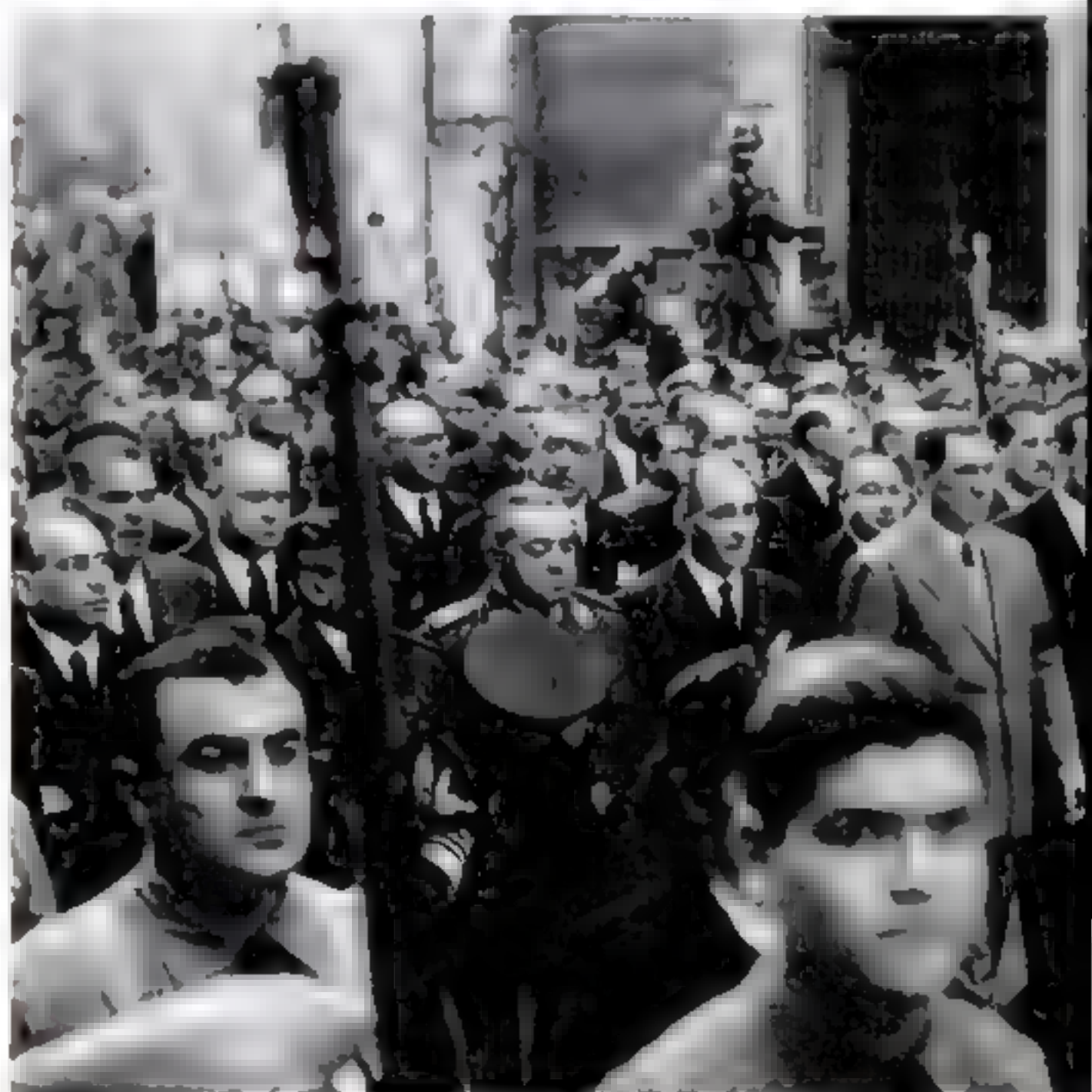


Now . . . available at your favorite drug or toiletries counter. (Prices, plus tax.)

Farewell to Evita CONTINUED



A TEAM MADE UP OF 20 MEN AND 10 WOMEN FROM LABOR FEDERATION



IN GRAY BUSINESS SUIT, SWEATER AND BLACK ARM BAND, JUAN PERON



TOWED GUN CARRIAGE BEARING CASKET THROUGH GUARDED STREETS



MARCHES WITH GOVERNMENT AIDES ALONG ONE-MILE FUNERAL ROUTE

CONTINUED ON NEXT PAGE



Are you in the know?

When leaving an upper berth, should you—

- ☐ Dress completely ☐ Wear a robe
☐ Ring a bell

A treed kitten—that's how you feel! To save your neck, you can't get down *unless* you ring the bell that fetches the porter (with a ladder). It's okay to dress in the ladies' room. So you can wear your robe down the aisle, without feeling self-conscious. In any situation—at certain times, Kotex keeps you self-assured. Those flat pressed ends banish telltale outlines. And for extra comfort, there's your new Kotex belt, made with soft-stretch elastic. Non-twisting. Non-curling. Washable; dries pronto!



Should this summer's barefoot belle consider—

- ☐ Snakes ☐ A pedicure ☐ Poison Ivy
Whether beachcombing, or dabbling in a babbling brook—your tootsies are showing! They'd better be well pedicured. Cut toenails short; straight across. Use lacquer to match your paw-paint, and pul-lease—repair chipped polish! Belles on their toes don't risk embarrassment. And they meet "calendar" needs with Kotex, for that safety center gives extra protection. Try all 3 absorbencies; see which suits you best.



If your Romeo's green-eyed, what to do?

- ☐ Stick to your knitting ☐ Keep him guessing
Your dreamboat's the jealous type? Making with the roving eye won't cure him. If you'd avoid feuds, date the sad lad solo; and stick to your knitting... no flirty business. Be kind to yourself, too, on days when comfort means a lot. Get the softness Kotex gives; it holds its shape, because this napkin's made to stay soft while you wear it.



More women choose KOTEX than all other sanitary napkins



Have you tried Delsey? Delsey is the new bathroom tissue that's safer because it's softer. A product as superior as Kotex... as tissue as soft and absorbent as Kleenex. (We think that's the nicest compliment there is.) Won't you try Delsey, next time?

KOTEX, DELSEY AND KLEENEX ARE REGISTERED TRADE MARKS OF THE INTERNATIONAL CELLULOTON PRODUCTS COMPANY



No Other Whiskey... ONLY
FLEISCHMANN'S
GIVES YOU THE



1.
**CHOICE
 QUALITY**

Fleischmann's Superb
 Straight Whiskies
 Blended With Fine
 Grain Neutral Spirits

2.

Every drop

90 PROOF

rich, robust, delicious!

3.

WINNING PRICE

America's Greatest Whiskey
 Value!

BLENDED WHISKEY • 90 PROOF • 65% GRAIN NEUTRAL SPIRITS
THE FLEISCHMANN DISTILLING CORPORATION, PEESKILL, N. Y.

Farewell to Evita CONTINUED



EVITA'S COIFFURE was copied by women all over Argentina in the days following her death. Here two mourners at funeral display swept-back style.



LEAVING THE CAPITOL, Eva's cortege passes throughs who had avoided earlier rites, fearing repetition of the mob scenes which followed her death.



END OF CEREMONIES comes as garbage collectors dismantle the floral displays which had adorned the street (p. 48) around the Ministry of Labor.

Harley's a Shrewsbury
100 G. 2000's, 600 2000's!



One point to
If you want a **THROAT** of a TREATMENT
remember **Old Golds!**



Our pedigree shows nearly 200 years of tobacco experience. So when you're confused by cigarette claims, just remember: No other leading cigarette is less irritating, or easier on the throat, or contains less nicotine than Old Gold. This conclusion was established on evidence by the U.S. Government.

LITTER OF PEDIGREED BOXER PUPS FROM THE IDLEDAYS KENNEL, SHREVEPORT, LA.

NEW **2 in 1** REFRIGERATOR-HOME FREEZER

brings you most dependable freezing system—**PERMACOLD***

*No moving parts
to wear...
permanently silent!

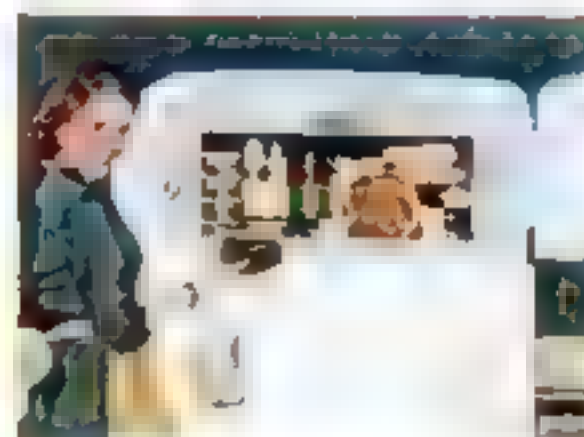
*Backed by a
10-Year Warranty
TWICE AS LONG
AS ANY OTHER

*Automatic Defrosting
superior to any other!

TEMPERATURE IN HOME FREEZER
COMPARTMENT ACTUALLY COLDER
WHILE DEFROSTING



For food protection at its best
see the new **2 in 1** Servel...



1 HOME FREEZER COMPARTMENT

Only Servel gives you the modern way to freeze foods and ice cubes—and extra dependability in storing frozen foods—because only Servel gives you a freezing system that goes into action on a change of even one degree!

2 FRESH FOOD COMPARTMENT

Only Servel gives you a fresh food compartment with correct temperature maintained by the special PERMACOLD freezing system. Keeps foods fresh and wholesome longer... gives you extra storage space for days-ahead shopping!

Guards fresh
and frozen
foods as no other
refrigerator can!



Servel

The only refrigerator that operates on
GAS or ELECTRICITY

Exclusive with Servel...

CHOICE OF INTERIOR COLOR DECORATION



ICICLE BLUE



SUNFROST GREEN



LUMINOUS GOLD

Be sure to see how these lovely decorator colors transform the interior of your refrigerator... providing a luxurious decorative note, available only with Servel.

plus automatic defrosting and these new and exclusive features:

BUTTER CONDITIONER

Plugs in—movable! Keeps butter or margarine at economical, easy-spread temperature.

DEW-ACTION FRESHENERS

Wide, deep drawers that safely guard the moist, just-picked freshness of fruits and vegetables.

ADJUSTABLE SHELVES

Easily, quickly arranged to store large turkeys, big watermelons, bulky hard-to-fit items.

ODDS-AND-ENDS BASKET

For those easily-lost items and leftovers. Pulls out—but built-in stops prevent spills.

NEW DOOR HANDLES

So easy to open—even with your hands full. A nudge of wrist or elbow—and they're open!

QUICK-RELEASE ICE-CUBE TRAYS

It's a simple matter to get ice-cubes out of your Servel trays. A touch of the finger does it!



IN SAN PEDRO HARBOR A TWIN-HULLED CATAMARAN DOES 22 KNOTS IN A STIFF BREEZE AND KEEPS UP WITH A POWER LAUNCH. CAT DRAWS ONLY 30 INCHES

WORLD'S FASTEST

New catamaran sails at 25 knots

This year a strange craft with candy-striped sails has been making sailors wonder and spectators pop their eyes at beaches near Santa Monica, Calif. A 36-foot catamaran built by W. P. Lear, the vessel breaks almost every rule of standard hull design and all speed records

for sailing craft. Built like a sled with two runners instead of the conventional single hull, the "cat" hits a top speed of 25 knots, out sailing anything except a sister ship in Hawaii. A smaller, 16-foot version of the cat is creating a West Coast "cat" craze (following page).

1852



1952



THE BEER OF YOUR LIFETIME, TOO

Each generation has its own way of enjoying life . . . but the custom of calling for Budweiser remains unchanged. 1952 sees the great, rising tide of Budweiser popularity greater than ever before. The distinctive, crisp taste tells you why.

Through the years, more people have enjoyed more Budweiser than any other beer in history.



ANHEUSER-BUSCH, INC.
ST. LOUIS, MO. NEWARK, N. J.

SMALL CATS ARE FUN IN SURF



WITH SAILS FULL two trim 16-foot catamarans sit at the water's edge on Malibu Beach in California and wait to be set afloat by the next big wave.



BUCKING A BREAKER, catamaran cuts through surf and heads out to sea. Although occupants may get wet, there is little chance of turning over.



BEACHING THE CAT is an easy job because of its light weight. Cats on this page sell, without sails, for \$895 ready-made or for \$495 in kit form.

CONTINUED ON NEXT PAGE



BEST TIME to condition your soil

Fall is the ideal season to condition your soil with Krilium®—moisture, rain and weather are generally more favorable—ground is more workable... Fall is also the season for setting out bulbs, for transplanting, for repairing bare spots in lawns.

Indoor growing, too, gets a renewed start—here Krilium finds year-round use, particularly with the introduction of the new 1-lb. handy shaker-top package—especially convenient for potted plants, flowers, window boxes.

Apply Krilium soil conditioner now. Your soil will be ready for easy working whenever you're ready for later planting—next week or next spring.

Quick facts about soil conditioning

1... Mere surface application of any soil conditioner will not break up hard, caked and crusted soil. It will not create good soil structure—soil still has to be broken up mechanically and by hand, before a conditioner can be effectively applied.

2... Krilium can be worked into the soil at the same time it is being broken up—only one double-effect operation is needed.

3... For best results, a soil conditioner should be worked in to root depth—3 to 6 inches for root crops such as carrots, beets, turnips; ½ inch or more for grasses, lawns.

4... Dry treatment is more effective because proper application depth can be accurately controlled—the user can see the light-colored powder as it is applied and worked in—can, therefore, be certain of adequate treatment. (Monsanto produces a wet-application formulation of Krilium which is satisfactory mainly where surface treatment is the only requirement.)

5... On the basis of square feet of effective treatment (the only sound way to figure cost) Krilium is the most economical soil conditioner available.

Two Sizes



1-lb. canister with handy shaker top. Convenient for indoor use—potted plants, window boxes.

5-lb. canister Convenient for indoor and outdoor use—lawns, gardens, shrubs, borders.

Buy Krilium with confidence!

Buy Krilium at your local dealer's—use it with the confidence merited by the only time-tested and proved soil conditioner on the market today. MONSANTO CHEMICAL COMPANY, Merchandising Division, St. Louis 4, Missouri.



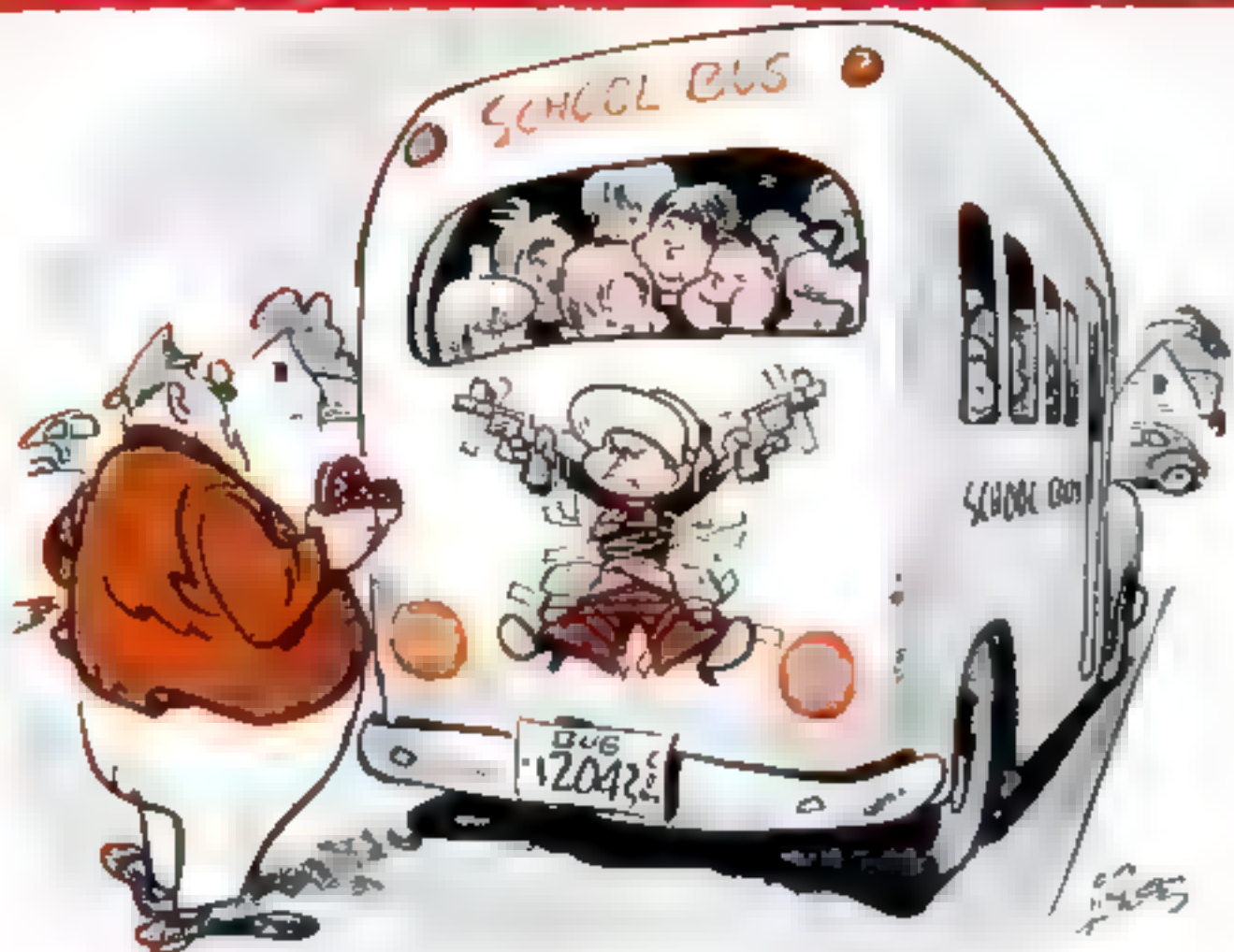
*MONSANTO TRADE-MARK

COPYRIGHT 1966, M. C. C.

SERVING INDUSTRY...WHICH SERVES MANKIND

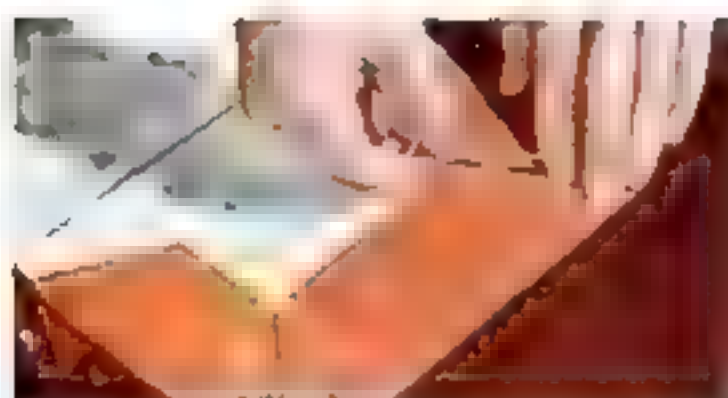
TAPE IT EASY.....

by Lucy



"...and now that Six-Gun Schultz has agreed to keep quiet, we're ready to start!"

TAPE TRICKS to make your school-day chores a snap!



MAKE BOOK COVERS with kraft paper and a few snips of firm-holding "Scotch" cellophane tape.



PREVENT MIX-UPS by fastening names to lunchboxes, umbrellas and pencil cases with cellophane tape.



MEND SCHOOLBOOK PAGES, maps, sheet music. "Scotch" Brand tape is super-strong, fully transparent.



SEAL SCHOOL LUNCHES with "Scotch" Brand cellophane tape... keeps sandwiches fresh and tasty.



MOUNT SPECIMENS, clippings, cut-outs. "Scotch" cellophane tape does a neat job and leaves no sticky residue.



CELLOPHANE TAPE

The term "Scotch" and the plaid design are registered trademarks for the more than 200 pressure-sensitive adhesive tapes made in U.S.A. by Minnesota Mining & Mfg. Co. St. Paul 6 Minn. also makers of "Scotch" Sound Recording Tape, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheet ing, "Safety-Walk" Non-slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export 210 Park Avenue, New York 17, N. Y. In Canada: London, Ont., Can. 1952 3M Co.



Catamaran CONTINUED

A CAT SHOWS OFF ITS SPEED

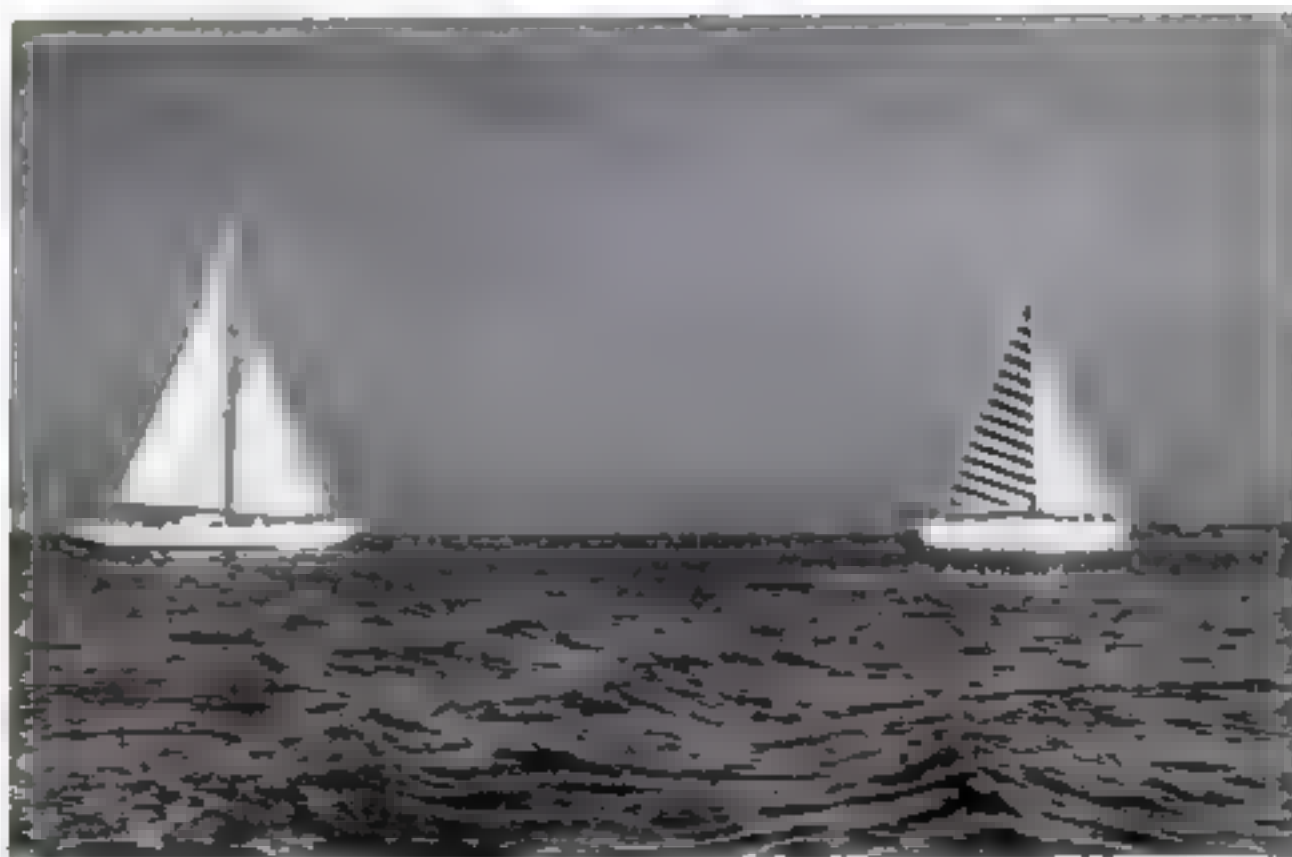
The catamaran was first developed centuries ago by the Polynesians. Placing two hollowed-out logs parallel to each other and separating them by a platform, they created a boat which could not be tipped over and which could easily be launched among the reefs. This year two West Coast boat manufacturers, Learcat and Malibu, have been making lucrative use of this primitive principle. The cat is almost impossible to capsize—unlike its only real challenger, the split-hulled Lake Michigan skow, it does not heel over in the quest for added speed. Despite this sacrifice for safety, a catamaran can easily outrace any conventional sailboat of comparable size (below).



OVERTAKING a conventional sailboat in race, the 36-foot catamaran displays its speed in a light breeze.



DRAWING AHEAD, catamaran, which can be managed by crew of two, leaves the yacht *Topaz* in its wake.



WAY OUT IN FRONT, catamaran streaks for finish line. Although *Topaz* was 20 feet longer and carried twice as much sail, cat proved easy winner.

CONTINUED ON PAGE 82

Guard Against Throat-Scratch

enjoy the smooth smoking of fine tobaccos

See how **PALL MALL's** greater length of fine tobaccos filters the smoke on the way to your throat



The further your cigarette filters the smoke through fine tobaccos, the milder that smoke becomes. And—from the very first puff, PALL MALL's fine tobaccos filter the smoke further than that of any other leading cigarette.



Again after 5—10—or 17 puffs of each cigarette, your own eyes can measure the extra length for extra mildness. For Pall Mall's greater length of traditionally fine tobaccos still travels the smoke further on the way to your throat—filters the smoke and makes it mild. Thus PALL MALL gives you a smoothness, mildness and satisfaction no other cigarette offers you.

Capr. 1952, American Cigarette and Cigar Co., Inc.

Wherever you go, notice how many people have changed to PALL MALL—the longer, finer cigarette in the distinguished red package.



Outstanding
...and they are **mild**



Exide

ULTRA START

...more value for
your battery dollars

Worth more . . . because you get *more for your money* when you buy an Exide ULTRA START. You get improved battery performance—longer battery life—a greater battery value with these three outstanding features:

SILVIUM—new grid alloy, lengthens battery life because of high resistance to grid corrosion—a battery's most destructive enemy.

GOX—new active material—makes possible the use of a lower specific gravity acid solution that promotes longer efficient battery life.

PORMAX—new practically indestructible plastic separators increase cold-weather starting ability—resist heat and acid—are flexible and tough.

Other Exide Batteries as low as \$16.65, less allowance for your old battery.

**FOR MAXIMUM LIFE AND PERFORMANCE
ASK YOUR DEALER TO CHECK YOUR BATTERY REGULARLY**

THE ELECTRIC STORAGE BATTERY CO.
Philadelphia 2

Exide Batteries of Canada, Limited, Toronto

DEALERS!

Switch to Exide

Give your customers more for their money



Exide ULTRA START

... new leader of the famous Exide line

WHEN IT'S AN EXIDE . . . YOU START

"EXIDE," "SILVIUM" and "PORMAX" Reg. U.S. Pat. & Tm. Off.
"ULTRA START" T.M. Reg. U.S. Pat. & Tm. Off.

Catamaran CONTINUED



HIGH AND HOLLOW, the cat presents a somewhat ungraceful silhouette but makes up for it by providing broad deck space and safety as well as speed.



Now's the time for

Take a peek at Mr. America of 1962! Like most American men (ahem!) we'll bet he enjoys a big dish of shimmering Jell-O. And you can give him all he wants, too! A Jell-O gelatin dessert is not only good for him, but it costs just pennies to serve.



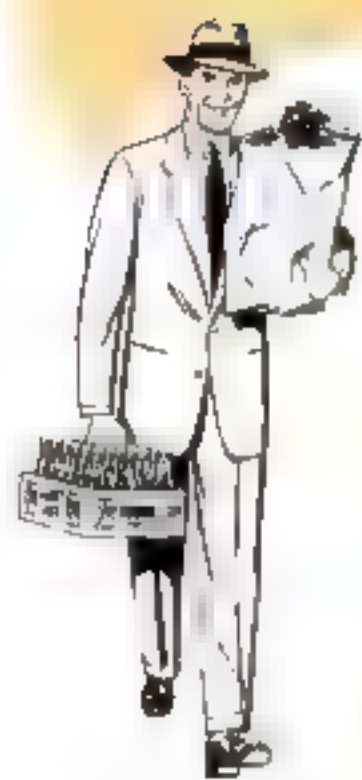
JELL-O IS A REGISTERED TRADE MARK OF GENERAL FOODS CORP.

Copy. 1962, General Foods Corp.

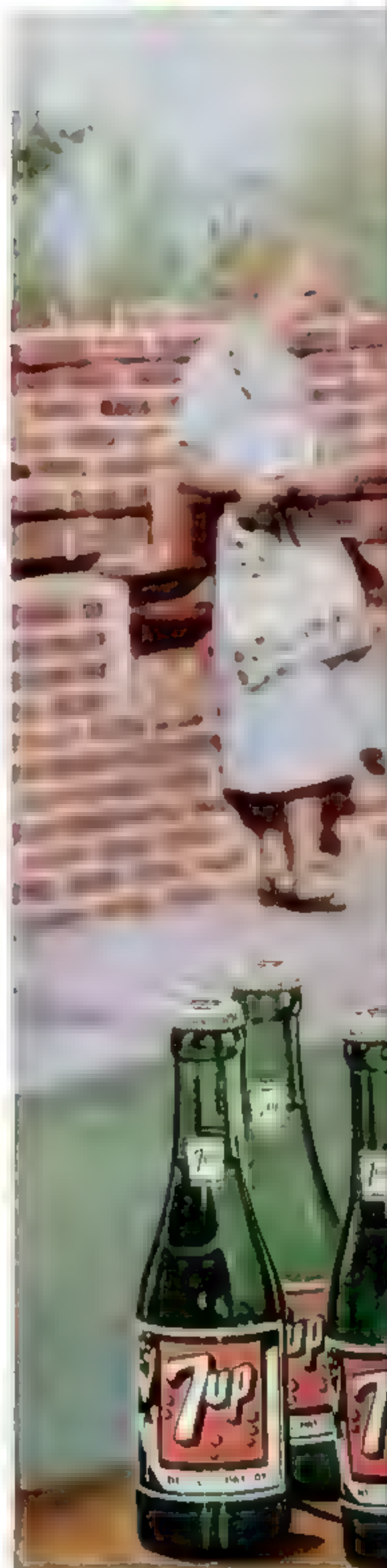
The All-Family

Why the smile on Grandpa's face? Well... put yourself next to some steaks or franks—chicken or hamburgers... add 7-Up, and you'll smile, too. Sparkling, crystal-clear 7-Up is so pure, so good, so wholesome—big folks, small folks, *all* folks can "fresh up" with 7-Up as often as they like!

Buy it by the CASE or in
the new and handy
7-UP FAMILY PACK
of 24 bottles



Easy-lift center handle!
Family supply!
Easy-to-store!



Drink!

*You like it...
it likes you!*



You know it's good!

ARMOUR
STAR

The Armour Star label is one of
the world's great guarantees!



Half a dozen different meals from the same ham!

This is really a picture of six wonderful meals—all made easily from this one tender, delicately smoked Armour Star Ham! For the first meal, serve it piping hot—with potato salad, perhaps. To bake the ham, wrap in inner wrapper, and place on rack in a shallow baking pan for 18-20 minutes per pound at 325° F. During last 15 minutes take ham from oven, remove wrapper, peel off rind, cover with crumb topping made by mixing 1/4 cup bread crumbs, 1 cup brown sugar, 2 tablespoons fat and 2 tablespoons corn syrup. Then score ham and return to oven for 15 minutes more.

In a day or two, serve a cold ham supper. Make sliced ham sandwiches for lunch or a picnic. Cube some of ham for ham a la king or a cheese and ham rarebit. Serve it ground in a ham loaf—and don't forget to use the ham bone for soup!

It's another of Marie Gifford's favorite recipes! For other meal planning ideas and interesting ham recipes write for the new booklet "Ham Goes a Long Way." Address the famous home economist, Marie Gifford—Armour and Company, Dept. 557, Chicago 9, Illinois.





WHILE LISTENERS HEAR GEORGIA GIBBS'S RECORD OF "KISS OF FIRE," DOTTIE MACK ACTS OUT THE SONG THROUGH A FIERCELY BURNING PAIR OF LIPS

HOT LIPS AND SILENT SONGS

Cincinnati disk jockey wins national audience with TV pantomimes of recordings by popular singers

The young lady pictured above is not being swallowed by a lipsticked whale, nor is she being fatally scorched. Instead, Dottie Mack is showing an ABC television audience how the heroine feels in a song called *Kiss of Fire*.

Miss Mack and a colleague, Wanda Lewis, are mute but able axles of a Cincinnati disk

jockey named Paul Dixon. Carrying on a nightclub stunt made famous by the Bernard Brothers and Doodles and Spider, Dixon has phonograph records played off stage while he and the girls pretend to sing by moving their lips. This agreeable kind of fraud so appeals to the public that Dixon's show is one of but two disk jockey

acts now seen on a TV network. Dixon has been a radio announcer, newscaster and record spinner for 12 years. But he did not become a celebrity until, on TV, he began supplementing his recorded song offerings with the blazing, wistful, or merely demented pictorial presentations shown here and on the next pages.



MANY CHIROPODISTS, who see more foot trouble than any other group of specialists, recommend triple-action NP-27 for prevention and relief of Athlete's Foot. They have reported remarkable results with NP-27.



FAMOUS COACHES use and endorse NP-27 for foot health. For instance, Cornell's great coach, "Lefty" James, says: "I use NP-27 because I find it is most successful in preventing or relieving Athlete's Foot."

TRIPLE-ACTION FUNGICIDE

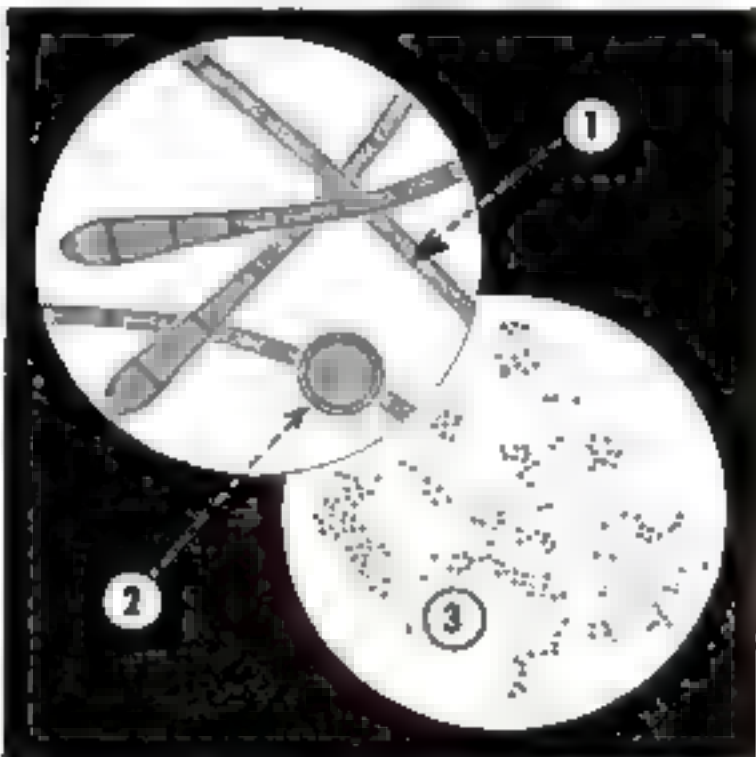
Beats America's No. 1 Skin Disease



7 OUT OF 10 get Athlete's Foot annually, according to medical authorities. This stubborn infection has become America's No. 1 skin disease. But now triple-action NP-27 offers a new and effective remedy. Hundreds of thousands of people have used NP-27.



DANGER SIGNALS of Athlete's Foot warn you. Peeling, itching, cracks between toes are NOT normal. They may develop seriously into blisters, raw spots, painful infection. Use NP-27 at once and regularly to help guard your family's foot health, or for effective relief.



TRIPLE-ACTION makes NP-27 so effective: It kills the plant-like fungus (1) which is the usual cause of Athlete's Foot. NP-27 also destroys hard-to-kill spores, or "seeds" (2) from which the infecting "plants" may grow back. And it kills bacteria (3) which may cause or complicate the infection.



TREATMENT IS EASY NOW Quick-acting NP-27 is pleasant to use; non-irritating, dries rapidly, doesn't stain skin. Buy NP-27 now. If you're not completely satisfied, your druggist will refund full purchase price. The Norwich Pharmacal Co., Norwich, N. Y. (NP-27 is available also in Canada.)



ON FIELD TRIP Paul Dixon and his faithful henchwomen teeter dizzily on the brink of a falls as they begin a telecast at Cincinnati's Coney Island.



BY A PAWN SHOP in a corner of the studio, Dixon portrays a man who hocks everything to keep his girl in style for record Pittsburgh, Pennsylvania.



IN THE STUDIO Dixon gaily hugs his Dottie and Wanda as they impersonate alltime vaudeville troupers for song *Toot, Toot, Tootsie Goodbye*.



IN A FARMYARD setting Dixon and the girls make like country folk in accompaniment to the record of South African song, *A-round the Corner*.

BAD BREATH

'Kissing Sweet' in seconds!



Delicious new chlorophyll* chewing gum banishes breath odors from such causes as Onions, Garlic, Smoking, Alcohol

CLORETS was created to do one thing, one thing only... make your breath "Kissing Sweet". This delicious new chewing gum is rich in chlorophyll, that magical green purifier.

EFFECTIVE! You'll find **CLORETS** the pleasantest, and most convenient way to enjoy the truly astounding benefits of chlorophyll. For all you need do is chew **CLORETS** and in

seconds your breath becomes "Kissing Sweet", even after smoking, drinking or eating onions.

DELICIOUS! **CLORETS** are super rich in chlorophyll. Yet this gum is so all-out delicious, you'll chew it for pure enjoyment.

CONVENIENT! Keep **CLORETS** in pocket or purse. Chew them to keep breath always "Kissing Sweet".

MAKE THIS BREATH TEST

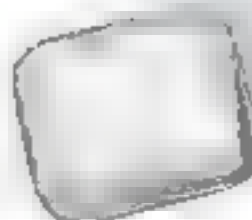
Eat onions. Chew **CLORETS**. Hear your best friend say "Your breath is 'Kissing Sweet'."

Clorets

CHLOROPHYLL GUM



15¢



*Water solution of "whisper" factor

Smoke for Pleasure *today*



"I LOVE LUCY"
starring Lucille
Ball and Desi
Arnaz is Amer-
ica's most pop-
ular TV show.
Back early in
Sept. over CBS.

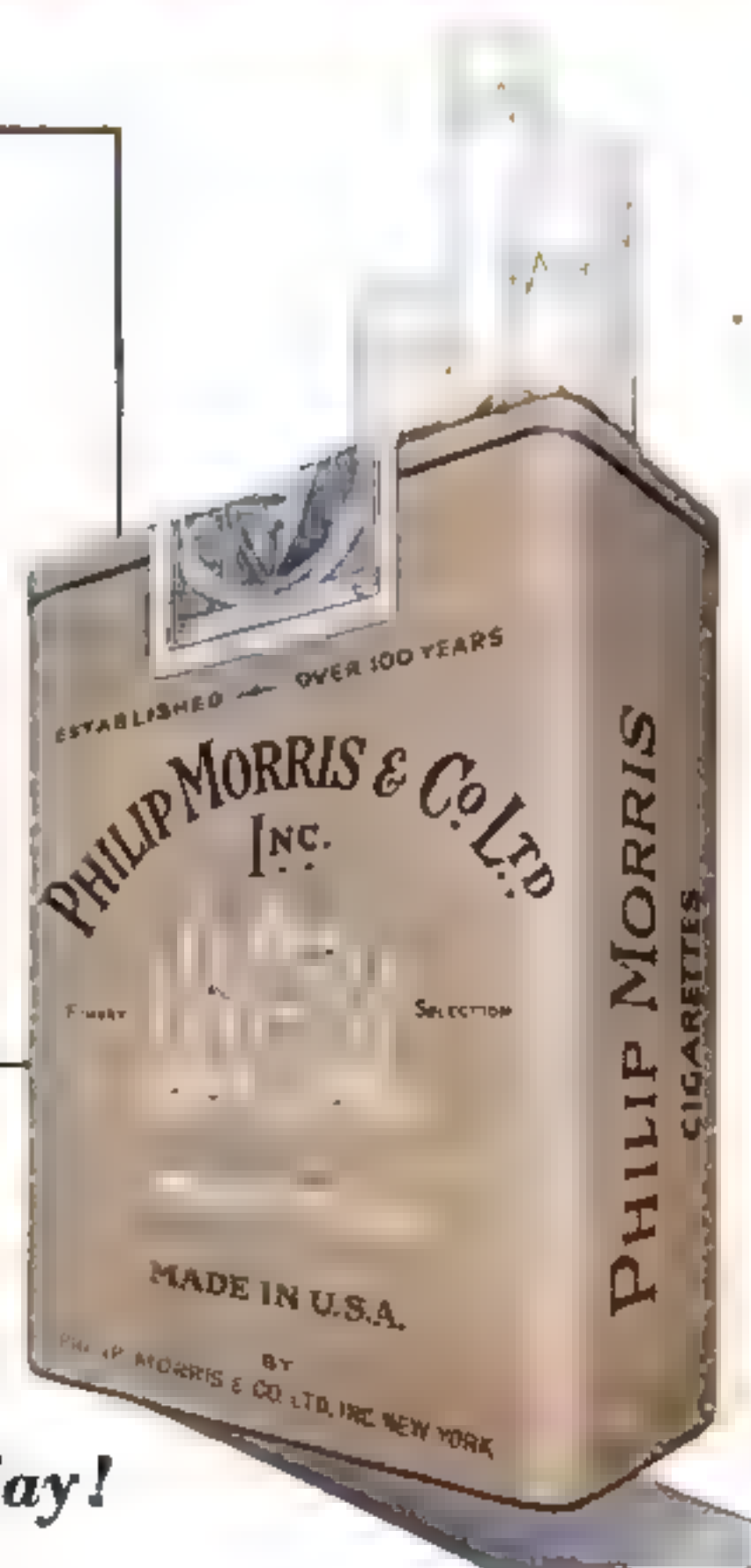
No Cigarette Hangover *tomorrow!*

Remember: PHILIP MORRIS is made differently from any other leading brand. And that difference is your guarantee of everything you've ever wanted in a cigarette... tasty mildness, rich flavor, pleasant aroma... a clean, refreshing smoke... and NO CIGARETTE HANGOVER!

Try PHILIP MORRIS yourself. Your throat will note the difference!

Call for **PHILIP MORRIS**

You'll be glad tomorrow...you smoked PHILIP MORRIS today!





RAINY-DAY VELVETEEN makes wet weather mal ly (\$30), hat (\$6), Bonnie Cashin Main Street.

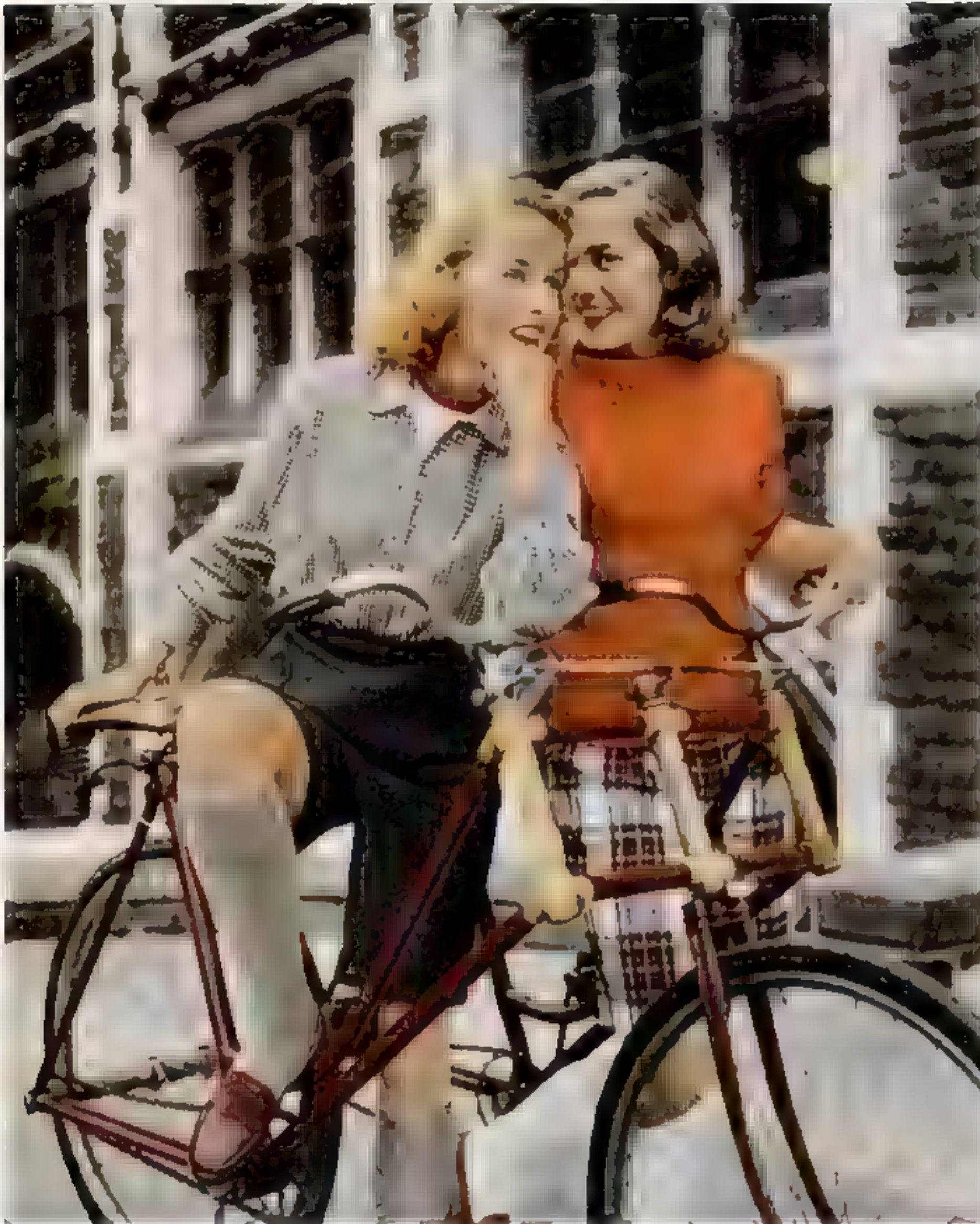
Campus Come-ons

COLLEGE SHOPS LURE STUDENTS WITH LOUDER COLORS, DAFTER HATS

When U.S. stores first set up college shops some 20 years ago, they regarded female undergraduates as advanced campers who were in the market mainly for name tapes and other girlish paraphernalia for going away from home. Since then the college girl has been recognized as one of a store's pickiest ready-to-wear customers, buying only if the price is right, the packing simple, the uses endless. Shown on

these pages are some of this year's most likely to succeed campus novelties. They indicate some changes from dark flannel and plaid to pastel velvets and brighter print corduroy and felt, especially if rainproofed (*above*) for practicality. To team with shorts, now as entrenched on campuses as jeans, there are new hood sweaters and a wacky array of caps swiped from those worn by European college boys.

CONTINUED ON NEXT PAGE

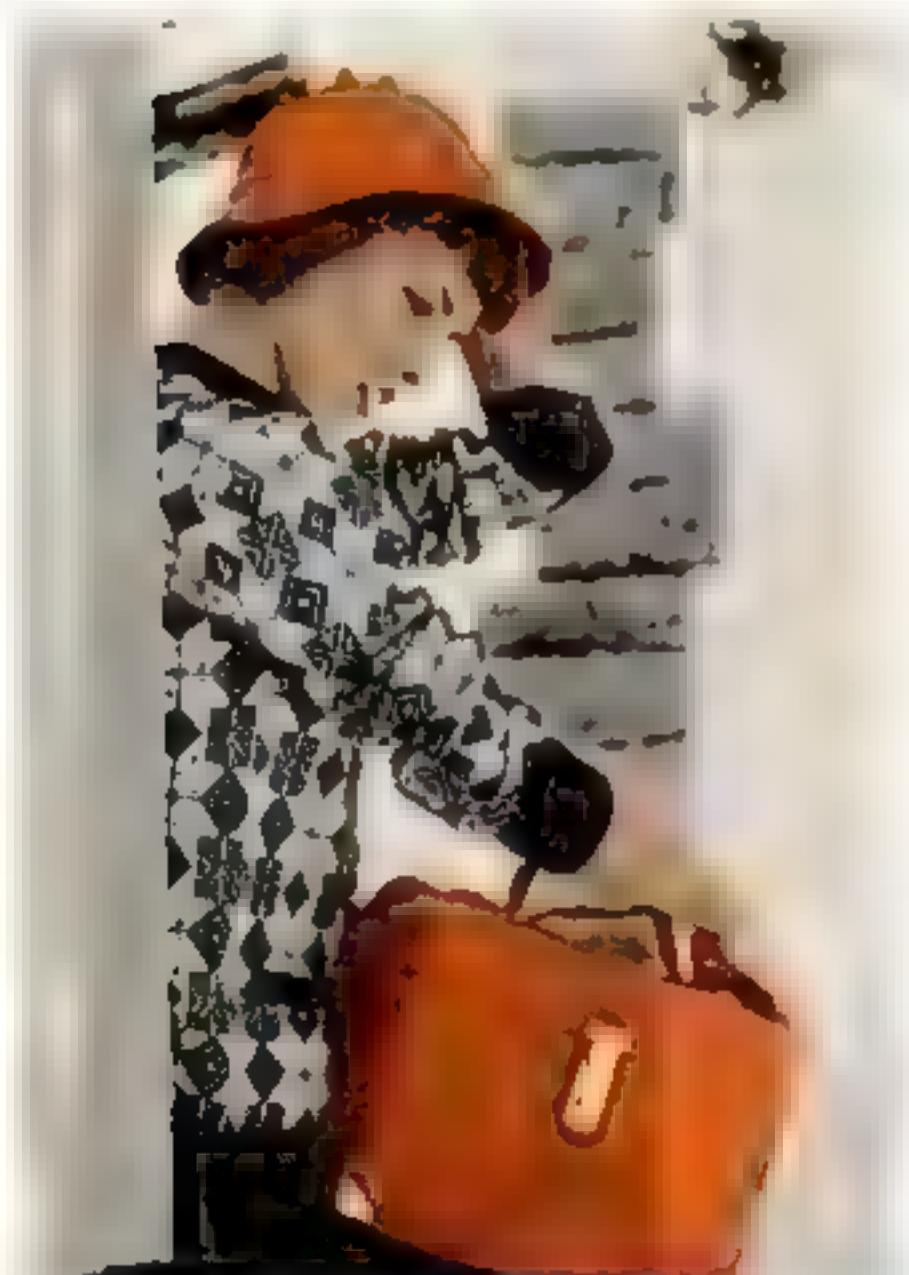


NOVELTY TOPS. check and gray (\$12, Market Bros.) and sweater with a white turtleneck (\$11, Gre-ta Platy), go with 3/2" socks, standard shorts in fabric (\$13), and pants (\$15) both Evan-Picone.



DRESS SHIRT for date skirts or school skirts is the fanciest version so far of the man's tuxedo pink shirt which has been taken over by women. It costs \$17 in velveteen, \$9 in corduroy (Keweenaw II).

RAIN AND TRAIN COAT, useful either for slog-ging around campus or fitting about the city, is heavy water-repellent (st. Lawrence of London, \$80) with cardigan neckline, big wooden-tail buttons at back. →



JACQUARD KNIT is new in sweaters (Mira \$30). Outside corduroy satchel bag (\$15, R may)



DRINKING CAPS are sawtooth felt beanie (\$10) and tasseled visor taken from Italian university students (\$11), banded felt pillbox from Swiss fraternities (\$5, all Madcaps)



LORETTA YOUNG, star of the forthcoming "MAGIC LADY"—A Universal-International Picture.



LORETTA YOUNG . . . Lustre-Creme presents one of Hollywood's most glamorous stars. Like the majority of top Hollywood stars, Miss Young uses Lustre-Creme Shampoo to care for her beautiful hair.

The Most Beautiful Hair in the World is kept at its loveliest . . . with Lustre-Creme Shampoo

When Loretta Young says . . . "I use Lustre-Creme Shampoo," you're listening to a girl whose beautiful hair plays a vital part in a fabulous glamour-career.

You, too, like Loretta Young, will notice a glorious difference in your hair, after a Lustre-Creme shampoo. Under the spell of its lanolin-blessed lather, your hair shines, behaves, is eager to curl. Hair dulled by soap abuse . . . dusty with dandruff, now is fragrantly clean.

Rebel hair is tamed to respond to the lightest brush touch. Hair robbed of its natural sheen now glows with renewed highlights. Lathers lavishly in hardest water . . . needs no special after-rinse.

No other cream shampoo in all the world is as popular as Lustre-Creme. For hair that behaves like the angels and shines like the stars . . . ask for Lustre-Creme, the world's finest shampoo, chosen for "the world's most beautiful hair"!



The beauty blend cream shampoo with LANOLIN. Jars or tubes, 27¢ to \$2.

FAMOUS HOLLYWOOD STARS use LUSTRE-CREME SHAMPOO for GLAMOROUS HAIR

HIGHPOCKETS COOPER IN 'HIGH NOON'

In high-heeled boots and long, tight pants, his body taut and wary, his face creased by wind and work, the eternal sheriff goes down the eternal Western street, gunning for the bad guys. Nobody can do it with more authority than Gary Cooper, who has been in the business for 25 years (p. 79). The good man, shown in all his elongated glory at the right, stalks the empty streets whence all but him and the malefactors have fled.

This time the hunt is called *High Noon*, named for the hour at which Marshal Will Kane knows the train will disembark a criminal who has sworn to kill him. The townspeople and even the marshal's new bride turn aside when trouble comes—the man with the badge is left alone to re-establish law and order with his own gun and fists. Although *High Noon* has some defects, few recent Westerns have gotten so much tension and excitement into the classic struggle between good and evil.



Most Important work-saver
in the home
since paper towels!

**Dixie
Cups**

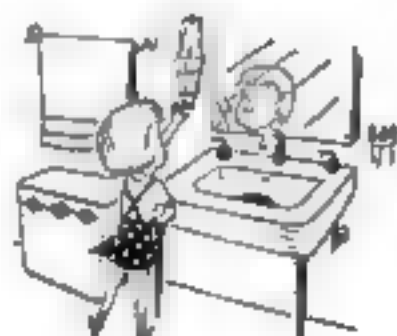
... NOW IN HANDY HOME DISPENSER



NO CLUTTERED SINKS

No Glasses to Wash
Saves Valuable Glassware
More Free Time for Mother

SO CONVENIENT
Between Meal Drinks
Parties, Lunches
Bedtime Snacks



WON'T SPREAD GERMS

Replaces Messy
Bathroom Glass
Protects Children's Health
Safe In The Sickroom

**Handy
Home Dispenser**

ATTRACTIVE! INEXPENSIVE! EASILY MOUNTED!

At your favorite Super-Market, Grocery,
Variety, Drug, Hardware or
Department Store.

YES... NOW DIXIES COME IN NEW BIG,
ECONOMY SIZE BOXES
"DIXIES DO SO MUCH... COST SO LITTLE"



If it doesn't bear the name Dixie... it isn't a genuine Dixie Cup

DIXIE CUP COMPANY, EASTON, PA.

'High Noon' CONTINUED

A GOOD MAN GETS A BRUSH-OFF



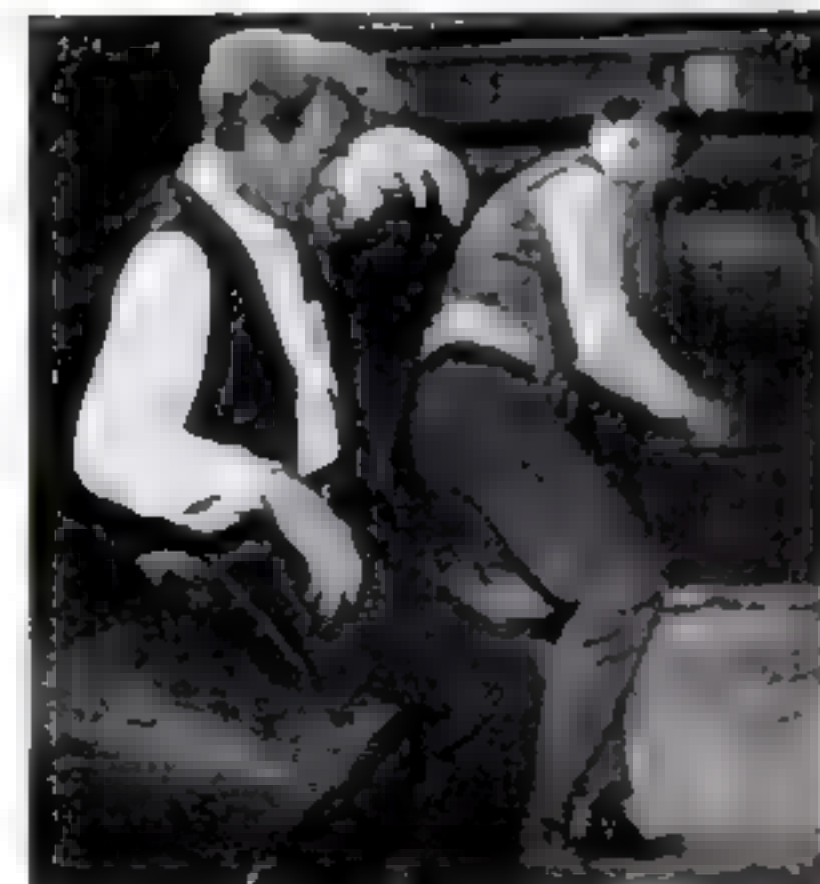
IN CHURCH, where he has come to ask for the help of the decent people of the town against the approaching desperadoes, Kane gets only a sermon.



OPEN DOOR of a respectable citizen's house leads only to the citizen's wife who lies to Kane by telling him that her craven husband has gone out.



FORMER FRIEND, a Mexican girl (Katy Jurado), tells Kane that the odds are against him and that if he had any sense he would get out of town.



THE DEPUTY (right), convinced that Kane is sure to be killed, tries to buy his marshal's badge, then to beat him up, gets a colossal beating himself.

CONTINUED ON PAGE 76



PETER PAN — can be worn around the clock, as a separate or with suits. Featuring fine pleating and tucking. Crystal buttons. White, gold, beige, pink, blue, navy, grey. In NYLA-Q, opaque 100% Nylon Tricot. Sizes 32 to 38. **\$6.98**



CLASSIC — always smart, always "right". Softly tailored dressmaker shirt. Fine pin tucking, convertible collar. White, gold, beige, pink, blue, navy, grey. In NYLA-Q, opaque 100% Nylon Tricot. Sizes 32 to 38. **\$6.98**

THE

Pilot

BLOUSE

**BLOUSES WITH THAT "CUSTOM" LOOK...IN
WONDERFUL, WASHABLE 100% NYLON TRICOT**

You'll live in them . . . as the better halves of your separates, the pretty one-thirds of your suits. You'll love them every minute, for being "Nyla-Q" opaque 100% nylon tricot they practically take care of themselves. So easy to wash, they dry in a wink, need no ironing. And seem to last forever! Pick one; pick two. Sizes 32 to 38.

At fine stores everywhere . . . or use coupon

THE KRAMER CO. • 1407 BROADWAY • NEW YORK 18

MAIL ORDER COUPON. Mail to:
Box #490 New York 48, N. Y.
Orders will be filled by store near you.

	Price	\$ 20	Color	2nd Choice
Peter Pan	\$6.98			
Classic	\$6.98			
Hand Detailer	\$6.98			
Jewel	\$5.98			

Name.....
Address.....
City.....Zone.....State.....
Enclosed is check ☐ Money order ☐
Include amount for city and/or state tax if you live in taxable area.



HAND DETAILER — perfect mate for your wardrobe. Delicate PUERTO RICAN hand detail embroidery and fagoting. White only. In NYLA-Q, opaque 100% Nylon Tricot. Sizes 32 to 38. **\$6.98**



JEWEL — for all occasions. Anywhere anytime. Highlights of fine tucking detail, button back. White, gold, beige, pink, blue, navy, grey. In NYLA-Q, opaque 100% Nylon Tricot. Sizes 32 to 38. **\$5.98**

Where it's push, pull, stretch, stretch—
Men of Production



Trust
this
Label



Dickies are Built for Your Build

83 PROPORTIONED PANTS SIZES!

27 PROPORTIONED SHIRT SIZES!

Your Dickies dealer has long-wearing DICKIES shirts and pants in all popular colors. See him soon . . . because Dickies make a good man on any job look even better.

MADE BY WORK CLOTHES SPECIALISTS:

DICKIES are made by the one major company whose greatest production is matched work shirts and pants for Men of Production.

Proudly sold—proudly worn—in 48 States
Write for name of your nearest dealer

509 West Vickery

Dickies
and

Fort Worth 1, Texas

NEW YORK — CHICAGO — SOMERVILLE, N. J. — LOS ANGELES

'High Noon' CONTINUED

THE BAD GUYS OUTNUMBER HIM



THREE VILLAINS at the railroad station wait for arrival of their leader, who was sent to jail five years ago by Kane, has just been pardoned.

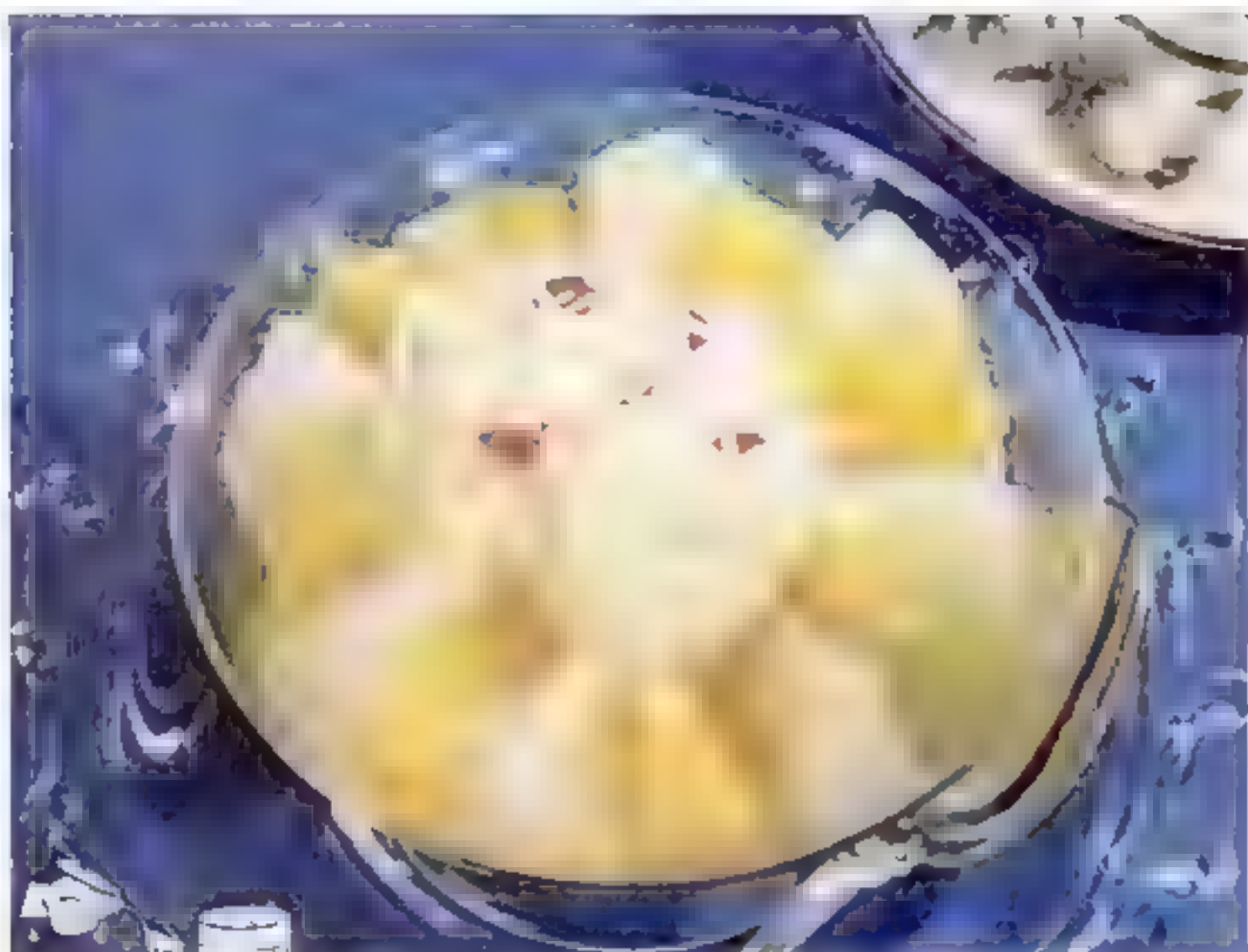


ONE LONE HERO who turns up in answer to Kane's appeal for help is the town drunkard. Kane advises him he had better go back to his bottle.



QUARTET OF VILLAINS—original three joined by their desperado chief—stalk down deserted street to hunt down marshal as picture nears climax.

CONTINUED ON PAGE 72



Sheer Heaven—A beautiful last-minute dessert you can do while the table's being cleared, canned Florida grapefruit or citrus salad (orange and grapefruit sections mixed), plus coconut shreds and banana slices.

Keep fresh-tasting canned Florida grapefruit on hand for salads and fruit cups. All the Vitamin C of the fresh fruit!



Say when! Tell "Florida Whitecaps" to linger over at a party brunch—or bridge. Easy way to entertain a crowd inexpensively. Beat egg-white all stiff, adding sugar to taste. Float a spoonful on each glass of grapefruit juice, sprinkle with nutmeg.

Keep full-strength canned and fresh-frozen concentrate always on hand. (Try blended orange and grapefruit juice, too.) Economical, easy-to-serve, and the Vitamin C's all there!

All you need is a can opener
and a little imagination!



Budget-watcher's delight: Canned Florida grapefruit sections and lime gelatin—ingredients for an elegant-looking salad! Prepare gelatin as usual, pour into molds. (Shredded cabbage or carrots welcome, but optional.) Drop in drained grapefruit

sections. Chill. Serve extra grapefruit sections in center.

Keep fresh-flavored canned Florida grapefruit sections and citrus salad (grapefruit and orange sections mixed) on your pantry shelf for thrifty salads, desserts, fruit cups.



Ever try keeping a few fancy fixin's on your pantry shelf for times when company stays to dinner—or you're just plain tired of your usual menus?

A handy can or two of Florida grapefruit juice and sections, for instance . . .

All you need is a can opener—and a little imagination—and you can rise triumphantly to practically any occasion!

Florida grapefruit's just about the world's richest source of Vitamin C, too—one vitamin your body can't store, needs daily to help maintain buoyant health and energy. (Hard to believe anything so glamorous could be so good for you!)

FLORIDA CITRUS COMMISSION, LAKELAND, FLORIDA

**Florida
Grapefruit**
The Bracer Fruit



Clever Mothers can trim NITEY NITE sleepers into Angels, Devils, Tigers, Canaries... even into a Watermelon and a Radish—as seen at this birthday party.

Here's the News in Sleepers....

Nitey Nite® is Better

MOTHERS have long looked to NITEY NITE for the best in sleepers. Now the new-improved—NITEY NITE is better than ever. Never before has a sleeper assured so much comfort for your darlings... such easy care for you.

Soft... Fleecy Fabric The new fabric is the finest ever made to cozy your cherubs. Knit of pure, virgin-cotton it's softer... fleecier... and there's wear in every thread. All gay songbird colors are absolutely sudfast.

Important improvements in fit and construction have been developed. Smooth seams are nine-thread sewn; reinforced at points of strain. Elastic back is bar tacked to prevent pull-outs. Gripper fasteners invite independence; end sewing.

Double sweater-cuffs allow four-inch adjustable sleeve-length. Shapely bootie feet have double soles for extra warmth.

Perry-ized for Size-fast Fit Normal washing can never shrink nor stretch a NITEY NITE out of size because it's PERRY-IZED for permanent size-fast fit. Buy NITEY NITE at your favorite shop today because NITEY NITE is the best buy for your darlings and your dollars.

Two-piece style, also three-piece sets: sizes 00-4. One-piece style: sizes 4-8. Pajama, without feet: sizes 4-14.

Nitey Nite Costumes—Write for the illustrated booklet telling you how to make children's costumes. Enclose 10¢ for mailing. Dept. L, NITEY NITE SLEEPERS, Perry, N. Y.



25TH ANNIVERSARY FOR GARY COOPER

When Gary Cooper finished making *High Noon* in Hollywood last fall he was commemorating the release of his first big movie (above), *The Winning of Barbara Worth*, 25 years ago. Then, as now, Cooper was playing horse opera. Cooper took the archetypal cowboy character established by Owen Wister with *The Virginian* (below) and gave it his own embellishments. By some trick of nature he managed to look both shy and sheepish, fierce and valiant, and occasionally, in a quiet way, almost kittenish. Most commonly, he appears to be pondering philosophical truths while chewing a sassafras twig, and at times he has a nobility of bearing that is genuinely Lincolnian. In his long career—Cooper is 51 now—he has played over 70 roles, including the Virginian himself in Hollywood's 1929 version of Owen Wister's great yarn.

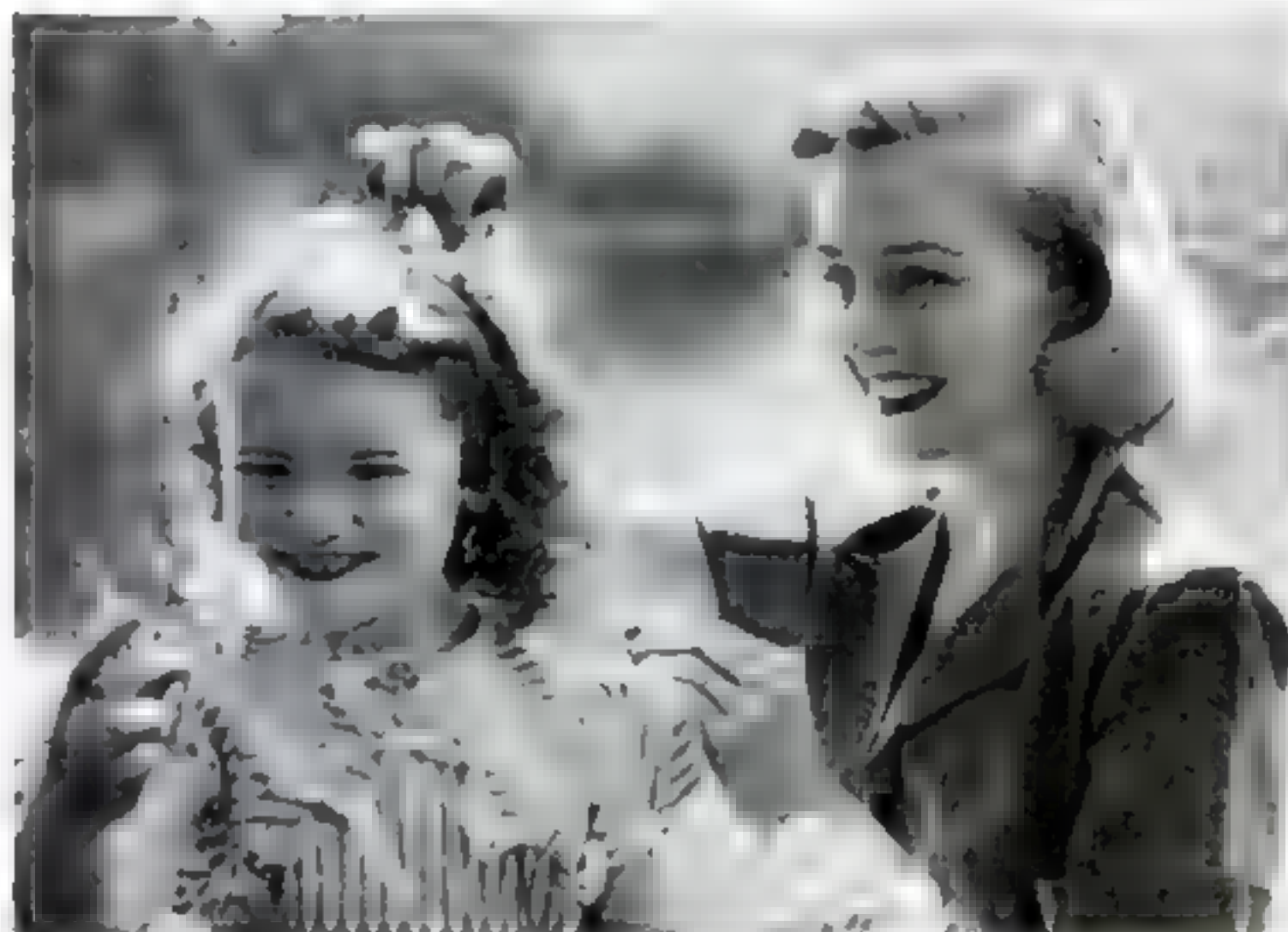


50TH BIRTHDAY FOR 'THE VIRGINIAN'

The first time anybody ever successfully made a hero of the U.S. cowboy was in 1902 when Owen Wister published his celebrated novel, *The Virginian*. Like prairie fire, Wister's story swept the world and the style for cowboy heroes and cowboy adventures forever after was set. Will Kane in *High Noon* is a blood brother of Wister's hero and *High Noon*'s climax follows Wister's pattern of suspense in which the Virginian, against the wishes of his peace-loving sweetheart, stalked alone down the street of Medicine Bow, Wyo. to shoot it out with Trampas, a man who had vowed to do him in. In 1904 the novel became a Broadway hit, starring Dustin Farnum, and later a movie. The climactic scene from the play (above) has Farnum embracing his sweetheart while the wicked Trampas (Frank Campeau) bites the dust.

NEW Shampoo Discovery gives You Film-Free Hair with NO 'DETERGENT DRYNESS'

[Dryness caused by strong "dishpan" detergents in some shampoos... that can take out of your hair the very substances it needs for health and beauty.]



Nature gives you "Young" Hair...

NEW FITCH SHAMPOO Helps Nature Keep Your Hair Looking Young

Your hair renews its youth with every inch it grows... and gentle new Fitch Shampoo has the special formula that keeps it healthy, young. New Fitch floats out surface oil, dirt, and loose dandruff... but leaves in Nature's beautifying lubricants to polish your hair with a natural shine.

See the difference! No dulling film remains... the "rin-e" is right in the new Fitch shampoo formula.

Feel the difference! That brittle feel of harsh "detergent dryness" disappears as natural oils are restored.

New Fitch Shampoo makes even hardest water rain-water-soft. It leaves your hair easier to manage, gives it that "Hairdresser Look." It's mild, safe for a child's scalp... and still the only shampoo that guarantees to remove dandruff in one lathering—or your money back. Try it today!

Stop washing the "Bloom of Youth" from your hair...

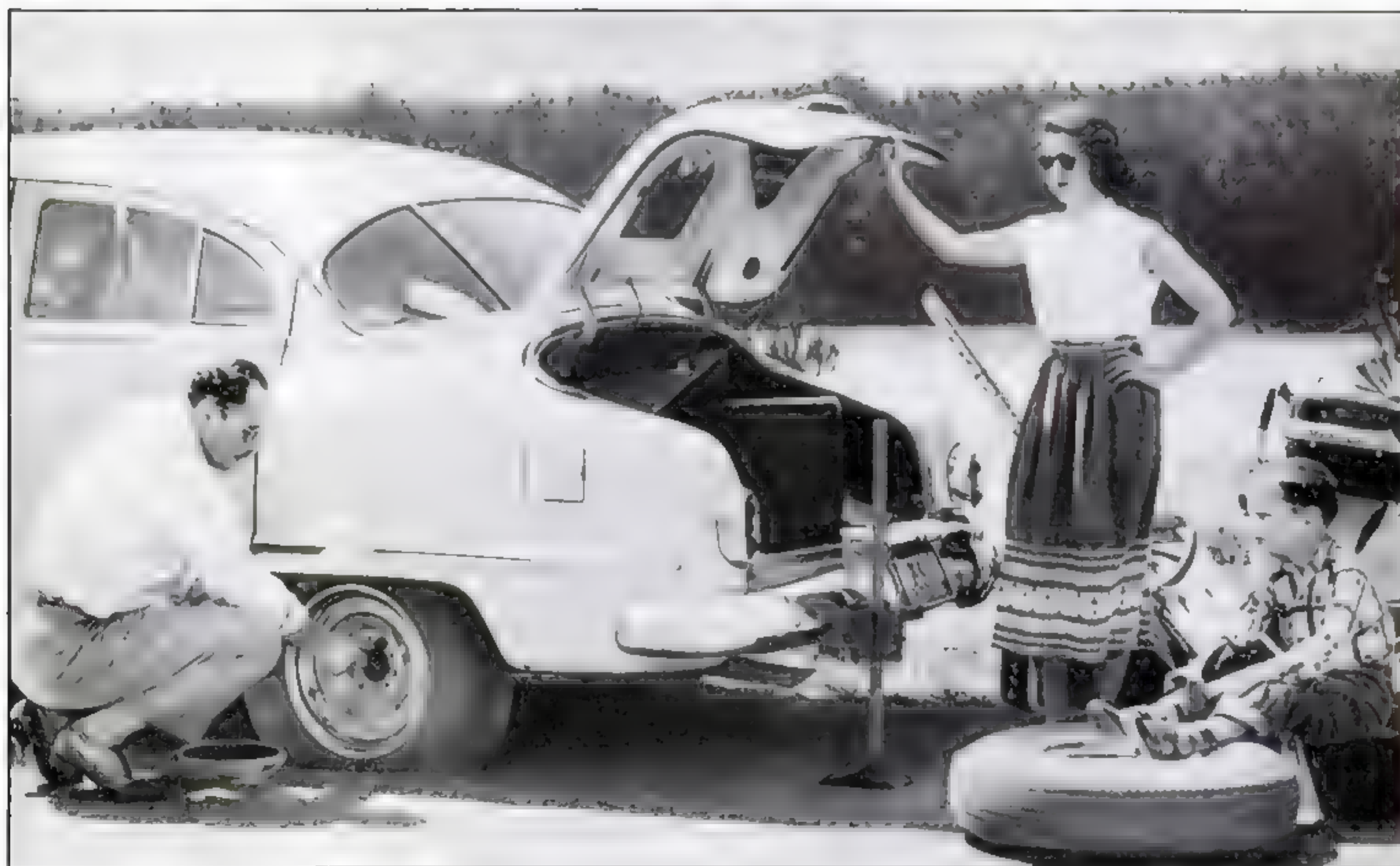
SWITCH TO
New FITCH
SHAMPOO



PERFECT FOR ALL THE FAMILY Copyright 1952, Fitch Div., Grove Laboratories, Inc.

YOU'LL NEVER HAVE TO WORRY ABOUT A FLAT TIRE

when you have tubes with "Bulkheads"



SO FAR THIS YEAR, ONE OUT OF EVERY TEN MOTORISTS HAS BEEN STOPPED BY A FLAT TIRE. DON'T WAIT TILL YOU HAVE ONE, TOO!

Only Seiberling Tubes with patented "Bulkheads" give you complete protection against punctures...and they will fit your present tires, regardless of make!

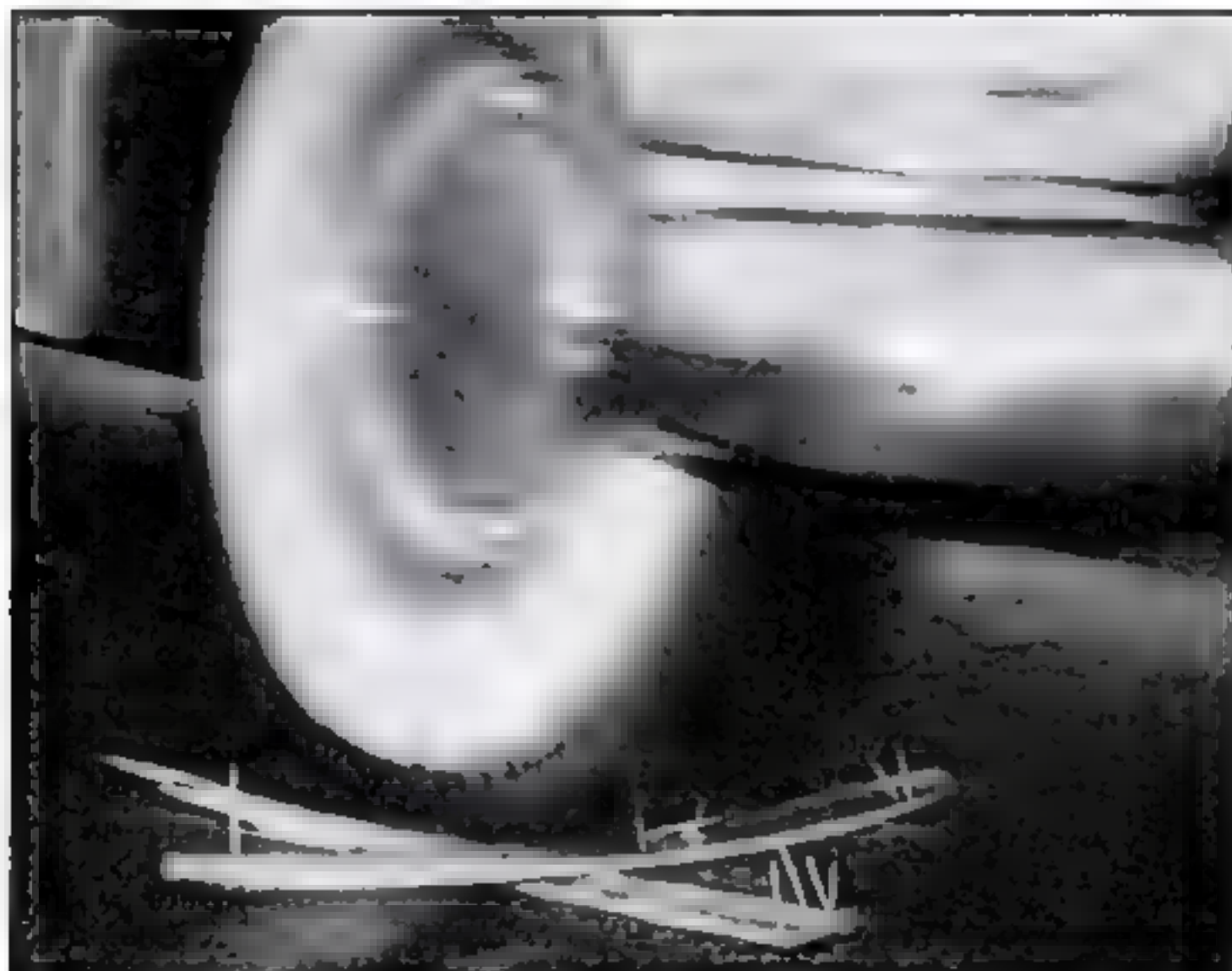
A small nail, a broken bottle, a chuck hole . . . and a flat tire! Punctures are often dangerous . . . always inconvenient . . . a waste of time (and money!).

Don't wait for trouble. Get puncture-sealing tubes. And when you buy them, get the best!

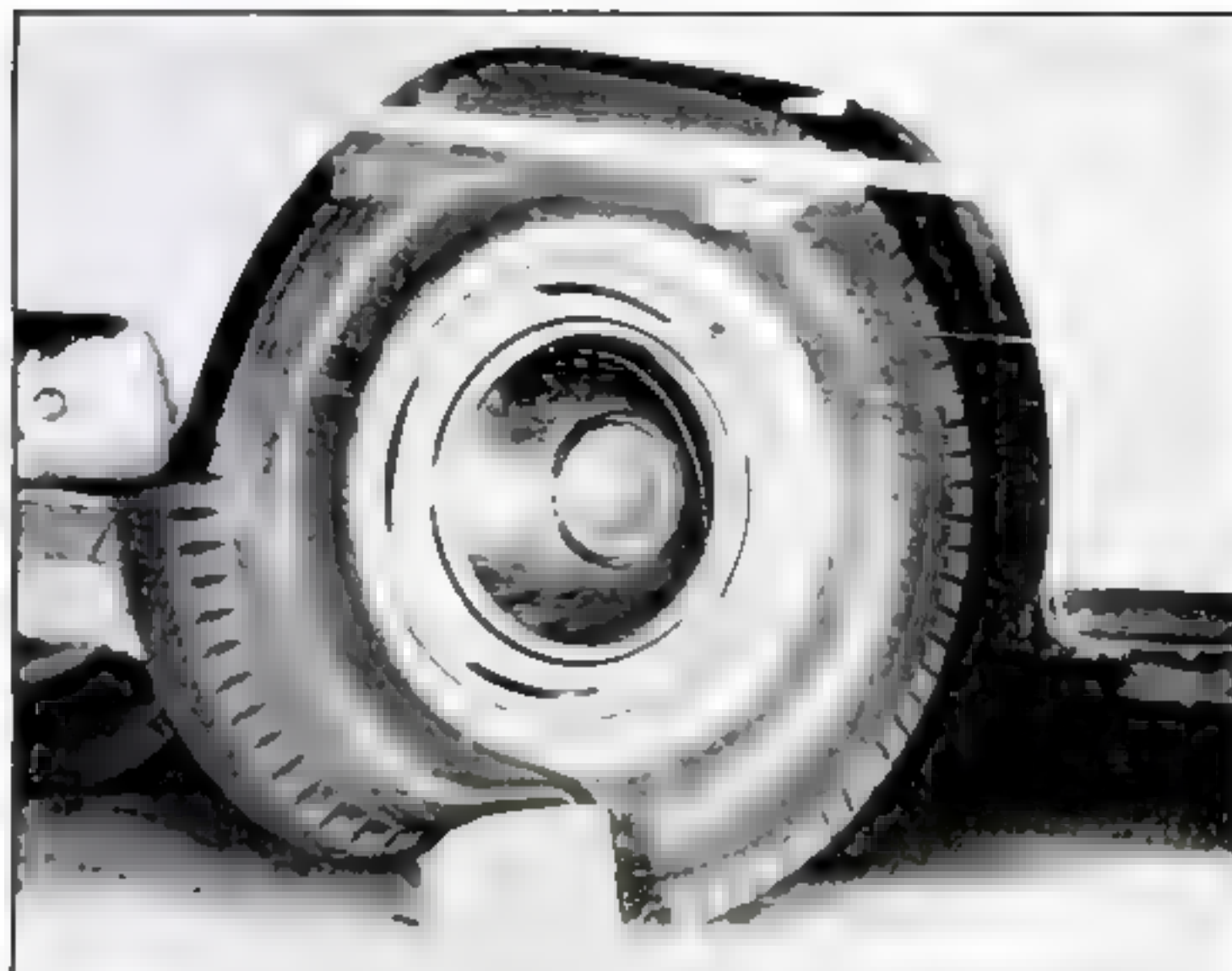
Seiberling Sealed-Air Tubes are the world's only tubes with "Bulkheads".

Filled with soft, puncture-sealing gum, "Bulkheads" give added strength, extra protection. This patented construction makes Sealed-Air Tubes outlast several sets of tires!

Give yourself and your family this lasting insurance against flat tires. Then drive any place, any time, without the slightest worry about punctures or tire trouble!

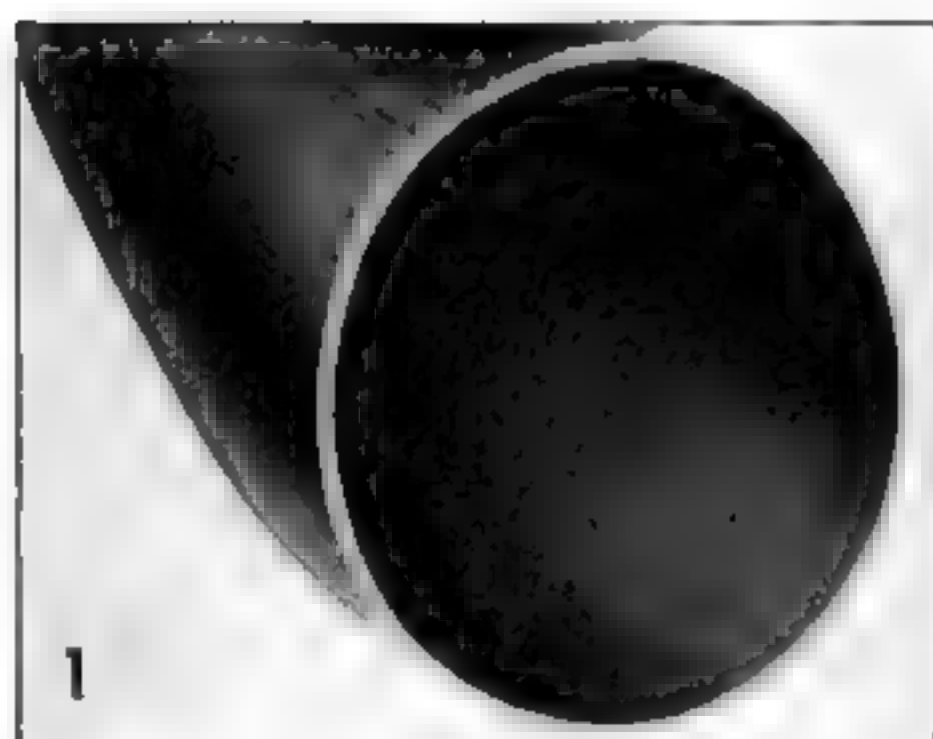


A FLAT TIRE IS EXPENSIVE. Even a small nail can puncture a tire. Repairs are costly . . . new tires are even more so. Riding on a good tire that's flat for even half a block may ruin it. Seiberling Sealed-Air tubes will keep your tires from going flat . . . save you money!



LOOK AT THE BEATING tires take. This stroboscopic photograph of a fully-inflated tire hitting a brick at 40 m.p.h. shows another reason why it's wise to equip your car with Seiberling Sealed-Air Tubes. They help protect you against blowouts caused by bruised or broken sidewalls.

Look at these 3 pictures:
SEE AT A GLANCE WHY "Bulkheads" MAKE Sealed-Air
THE SAFEST PUNCTURE-SEALING TUBE YOU CAN BUY!



REGULAR TUBE... is just a single thickness of rubber. Puncture it, and all the air escapes immediately. This sudden loss of air can throw your car out of control... might cause a serious accident. That's why so many motorists are replacing regular tubes with puncture-sealing tubes.



ORDINARY PUNCTURE-SEALING TUBE... has an added thickness of puncture-sealing gum. But the gum can become soft from the heat of driving. This often results in displacing the gum, throwing the tube out of balance and destroying its puncture-sealing effectiveness.



TO REALLY PLAY SAFE, get Seiberling Sealed-Air Tubes... the world's only puncture-sealing tubes with patented BULKHEADS. Only with BULKHEADS can you be assured of maximum protection against punctures and added protection against blowouts.

SPECIAL OFFER!

Put Sealed-Air Tubes in your present tires during the next 10 days and your Seiberling Dealer will allow you the full list price for your old, conventional tubes.


Look in the Yellow Pages for the name of your nearest Seiberling Dealer. And see him soon, while you can still get Sealed-Air Tubes at this amazing bargain.

FOR THE ONLY COMPLETE PROTECTION AGAINST PUNCTURES
 SEE YOUR INDEPENDENT SEIBERLING DEALER

SEIBERLING
Sealed-Air Tubes

SEIBERLING RUBBER COMPANY • Akron, Ohio • Toronto, Canada

Makers of America's Finest Tires and Tubes



Ship'n Shore
has a way
with the classic
white blouse

Custom touches that like to be looked at!

Combed cotton shirtings that wash in a wink!

Long or short sleeves • colors, too, 30 to 40.

298

Ship'n Shore®

Look for this sign of
ever lovely, ever washable blouses.

Styles for children, too... 1.98 and 2.50

INDIANAPOLIS, INDIANA 46204

Ship'n Shore®

BROADCLOTH BLOUSES



MAKING A MOBILE, Calder clips scrap of aluminum into leaflike shape for one of his new works.

Calder


HIS GYRATING 'MOBILE' ART WINS INTERNATIONAL FAME AND PRIZES

From the ropes, wires, metal clippers, paint cans and vises that make a gay jumble of the studio above, Alexander Calder has devised a fancifully original form of sculpture which has made him famous on every continent and this summer won him a top prize at the international art exhibition in Venice. Calder's sculpture, concocted of such unlikely materials as aluminum, wire, wood, bones, broken glass, bed springs and feathers, is distinguished by an even more remarkable feature—it moves. With the slightest whiff of air or jostle of an elbow, the varied objects of the sculpture, suspended tenuously on wires, tremble and twist in languid gyrations.

Because of this distinctive feature, Calder's creations are

called "mobiles," a name invented especially for his work by the Dada painter, Marcel Duchamp (*LIFE*, April 28), and now attached to the whole species of oscillating sculpture which Calder's widespread admirers and imitators have spawned. Calder, who has been tinkering with wires and gadgets since he was 8, made his first mobile about 20 years ago. He has also invented galloping toy animals, wire circus performers, mobile stage sets, and a static variety of abstract sculpture known as "stabiles." Today at 54, with his work in museums, private collections, hotels and restaurants from Hawaii to Poland, Calder still puts in an 8-hour day in his studio, conjuring up new shapes and tricks for his animated sculpture.

CONTINUED ON NEXT PAGE



This jangling pattern of wires, metal leaves and gongs is a multiple exposure photograph of a Calder mobile in four stages of motion. The exposures were taken at 10-second intervals as the mobile, which consists of 18 leaves, two brass disks and two clappers, moved slowly within its 6-foot radius. The brass disks, which sound off like gongs when they meet with the metal clappers, are the latest added attraction to Calder's work. "I got tired of just plain mobiles and stables," he says, "and decided to make a little noise for myself."¹⁹





MOBILES AND STABLES were designed by Calder for French play, *Nuclea*, which opened in Paris in May. To dramatize theme of atomic warfare, mobiles

were hung like portentous clouds above towering stables, which symbolize war machines. Soldiers' helmets resembling Martian gear were also made by Calder.



AT NINE Calder drew a gleeful portrait of himself making toys out of pieces of wood. At right is the 75¢ pair of pliers which started him on his way.

A LIVE WIRE WITH PLIERS

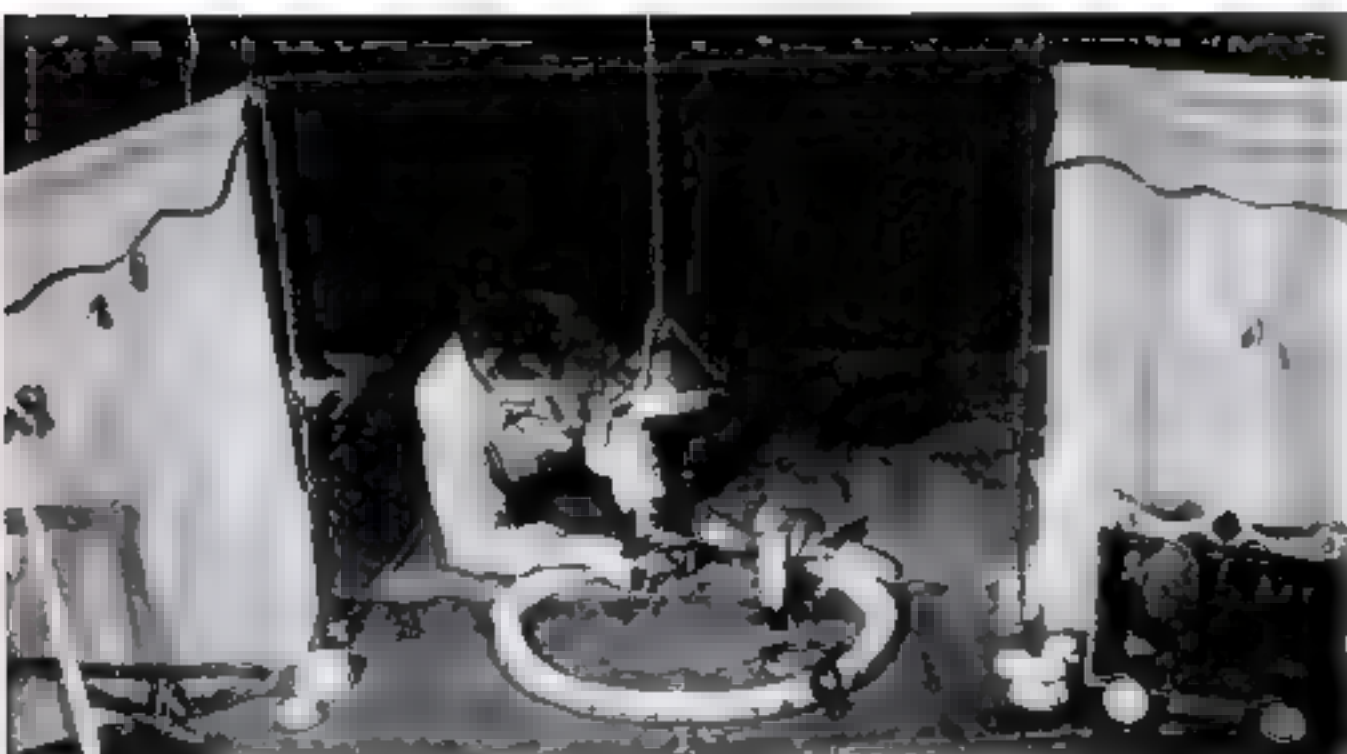
Sandy Calder's career began with a pair of 75¢ pliers. They were a Christmas present from his sister in 1906 and Calder, then 8, quickly put them to use twisting pieces of wire into jewelry for his sister's dolls. Since then he has owned some 50 pairs and seldom ventures anywhere without one in his pocket. Such an affinity would seem more fitting for a mechanic than a sculptor and in those days Calder was more inclined to be the former. His grandfather, Alexander Milne Calder, was a sculptor, known chiefly for his statue of William Penn atop the City Hall in Philadelphia. His father, A. Stirling Calder, was also a sculptor and his mother was a painter. Between the two, Calder was kept busy as a model and one childhood statue of him clad in a bearskin, now reposes in the Metropolitan Museum. Quite naturally Calder rebelled against art and in 1915 he entered Stevens Institute of Technology in Hoboken, N.J.

When he graduated, he went through a rapid succession of jobs, working as draftsman for a utility company in New York, as engineer for a window-sash firm in Ohio, adviser for a lumber magazine in St. Louis and efficiency expert for a department store in Brooklyn. "It was a race between being bounced and quitting," he remembers. In 1922 Calder hired out as a fireman on a ship going to the West Coast and got a job in Washington running a store in a lumber camp. This occupation gave him time to study the scenery which in turn provoked him to paint. Before long he was heading East again to study art.

At the Art Students League in New York Calder studied with George Luks and John Sloan, and in his spare time got a job sketching athletes and dancers for the *National Police Gazette*. This led in 1925 and 1926 to assignments at the circus where Calder sketched the menagerie and made notes on the equestrian and aerial acts. Within two years these studies were to start him on his way to fame.

In the spring of 1926, at the age of 27, Calder got the yen for Paris. With the promise of \$75 a month from his mother, he worked his way across the ocean painting the decks of a freighter and settled down on the Left Bank. By the following year almost everybody in the art and literary circles had heard of Calder and, more particularly, of his circus. During solitary hours in his room overlooking Montparnasse, Calder had devised from pieces of wire, felt, cork and wooden spools an array of miniature circus performers—trapeze artists, dancers, clowns, animals. These he set up in a small tanbark ring laid out on

CONTINUED ON NEXT PAGE



AT TWENTY-NINE Calder devised an elaborate circus which monopolized his Paris room. Above, he manipulates ringmaster who announces lion tamer.



Use new *WHITE RAIN* shampoo tonight—tomorrow your hair will be sunshine bright!



It's like washing your hair in softest rain water! This new gentle lotion shampoo pampers your hair... leaves it soft as a cloud, bright as sunshine, and so easy to care for!

CAN'T DRY YOUR HAIR LIKE HARSH LIQUIDS

CAN'T DULL YOUR HAIR LIKE SOAPS OR CREAMS





RAIN or SHINE,

Only **ANSCO**

Guarantees Perfect Snapshots!

Yes, you call them *perfect* or you get a new roll free! Indoors or out . . .
in any weather . . . in any camera . . . any time! Don't trust to luck with
ordinary film. Now, get clear, sparkling snapshots every time . . .
at no extra cost! Ansco All-Weather Film gives the results you want,
or return the negatives with the guarantee bond for a new roll free.
Remember, only Ansco makes this guarantee! At dealers—everywhere!

ANSCO, BINGHAMTON, N. Y. A DIV. OF GENERAL ANILINE & FILM CORP. "From Research to Reality"



ALL-WEATHER FILM

You SAVE 15¢
with the
3-ROLL ECONOMY PAK!

(Also available in single rolls)

CALDER CONTINUED

his floor and, with the aid of springs, strings and the whirling of an egg-beater, he made the dancers shimmy, the clowns tumble, aerialists fly through the air and horses trot briskly around the ring. Notables like Jean Cocteau, Frederick Kiesler, the painters Pascin and Foupita, came to crack peanuts and watch the two-hour performance which Calder announced in growling French and accompanied with old phonograph music.

With the invention of his circus a new creative field opened up for Calder. A friend suggested he try modeling a large figure in wire, thereby launching the artist on a series of wiry portraits of celebrities like Josephine Baker which were straightway exhibited in Paris, Berlin and New York. In 1927 a toy manufacturer from Oshkosh, Wis. commissioned Calder to turn his animals into wooden toys for children. Soon he was doing a sizable business in leaping kangaroos, skating bears and fish with eyes that rolled and tails that wiggled.

During these years Calder lived mostly in Paris but from time to time he came back to the U.S. to pick up a commercial job or two. On one such excursion he met a beautiful young girl from Boston who caught his eye because "her hair stood on end like Medusa's." She was Louisa James, grandniece of Novelist Henry and Philosopher William James. Two years later they were married.

Nineteen thirty was an important year for Calder. In Paris a friend took him to see the Dutch abstractionist, Piet Mondrian, whose severely geometricized paintings of straight lines and colored rectangles covered the walls of his tidy studio. Calder was impressed, but he was also bothered. "It would be nice," he said, "if the shapes moved." Mondrian frowned at the idea. But Calder went home and tried to work it out.

His first attempts were abstract wire designs which vibrated from stationary bases. Then he hit on the scheme of making spheres of contrasting sizes and colors move up and down the wires at varying speeds. These motorized abstractions were exhibited in 1931 and drew quick praise from the machine-minded French painter, Fernand Léger, who hailed Calder as a master "of reticent and silent beauty" who "is serious without seeming to be." The next year he turned out 15 motorized sculptures, but in the process he decided that their movements were too restricted, their patterns too stereotyped. To remedy this Calder decided to rely on the wind. Constructing his mobiles along the lines of fishing tackle combined with dangling trapezes, he produced a free and balanced creation which swung and bobbed with the least breath of air.

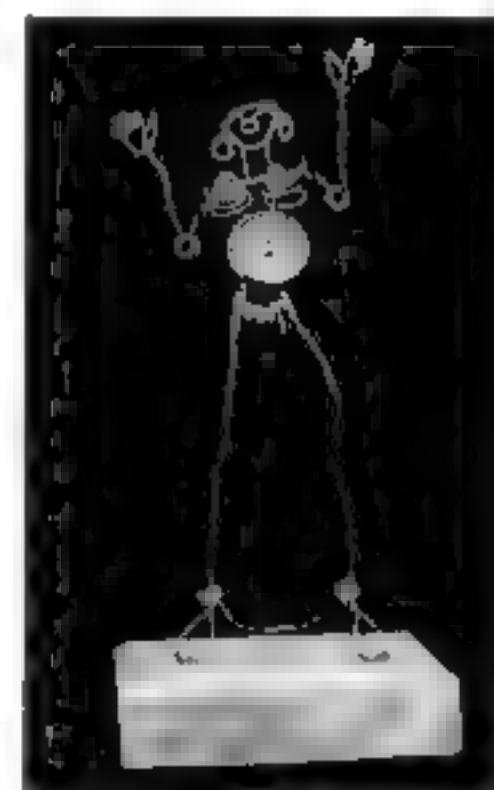


WIRY COSMOS, in Modern Museum, is motorized.

In 1933 Calder left France, where he had become known as "the king of wire," and returned to America. After four years of comparative obscurity, he was invited back to France to design a fountain for the Spanish pavilion at the Paris Exposition. Since the other artists decorating the pavilion were Spaniards, Calder billed himself as "Calderón de la Fuente" and proceeded to construct a circular steel basin into which flowed a stream of mercury that struck and set in motion a suspended mobile. This fountain became a top attraction of the Exposition and two years later Calder was asked to design a water ballet fountain for the New York World's Fair.

These art and engineering feats lent prestige and a note of practicality to Calder's playfully suspect creations, and American collectors and museums began to take a more respectful view of his work. During the '30s, the Calderes had managed to get by on funds from scattered sales and commissions, supplemented by a small income of Louisa's. In the '40s, Calder's sculpture began to catch on. By 1950 a kind of peak in recognition came when the Massachusetts Institute of Technology honored the engineer-turned-artist with a huge retrospective show that drew delighted praise from professors and sober theories from students, who believed the motion of the mobiles could "all be boiled down to elliptical integrals."

With his burgeoning popularity, life has become less simple for



WIRY SINGER, Josephine Baker, wiggles in the wind.

CONTINUED ON PAGE 29



He's a baby sitter for barrels

Up and down the great stacks of whiskey barrels that stretch for miles through the warehouse, trouble-shooters make their rounds.

They are the special teams that constantly patrol every foot of Schenley's vast warehouses, making certain that all is well. Barrels tight and sound. Surroundings spotless and dry. "Climate" just right for slow, steady, aging of the sleeping whiskey.

Their hunt doesn't often turn up trouble. You see, the barrels are sturdy and solid, because Schenley makes its own to insure their quality. And the warehouse air is kept warm, clean and fresh, the way whiskey likes it.

Still, the trouble-shooters keep a constant watch, "just in case." Babying barrels is extra effort, maybe, but an important part of the complete network of quality controls which guard Schenley whiskies from the time the grain is grown until—years later—the whiskey is in your glass.

This is Schenley's way of making certain that you get the utmost enjoyment in every drop of every drink. *Schenley Distillers, Inc., New York, N. Y.*

© 1952



Nature's
unhurried goodness

+

S

Schenley's
unmatched skill

=



The best-tasting
whiskies in ages

SCHENLEY

Most make-ups shout: "Made-up!"— Magic Touch whispers: "Natural beauty"

Replace that heavy
"made-up" look with natural-
looking loveliness by using
Magic Touch.
No puff, no sponge.



43c and 1.00—6 magic shades
... a CAMPANA product

Magic Touch is NEW ... a tinted cream
make-up so sheer your skin glows
through! ... yet it hides each tiny
blemish while it smooths and softens
and adds glorious color. ... Apply with
fingertips (with or without powder)—
so quick, so easy, so naturally lovely!

America's best dressed Salads have IT*!

*Tangy Lea & Perrins
Worcestershire! Add it to
salad dressings for extra zesty
flavor. Makes crisp greens
tastier... brings out the good-
ness of sea food and vege-
table salads. Keep this
century-old favorite in easy
reach.

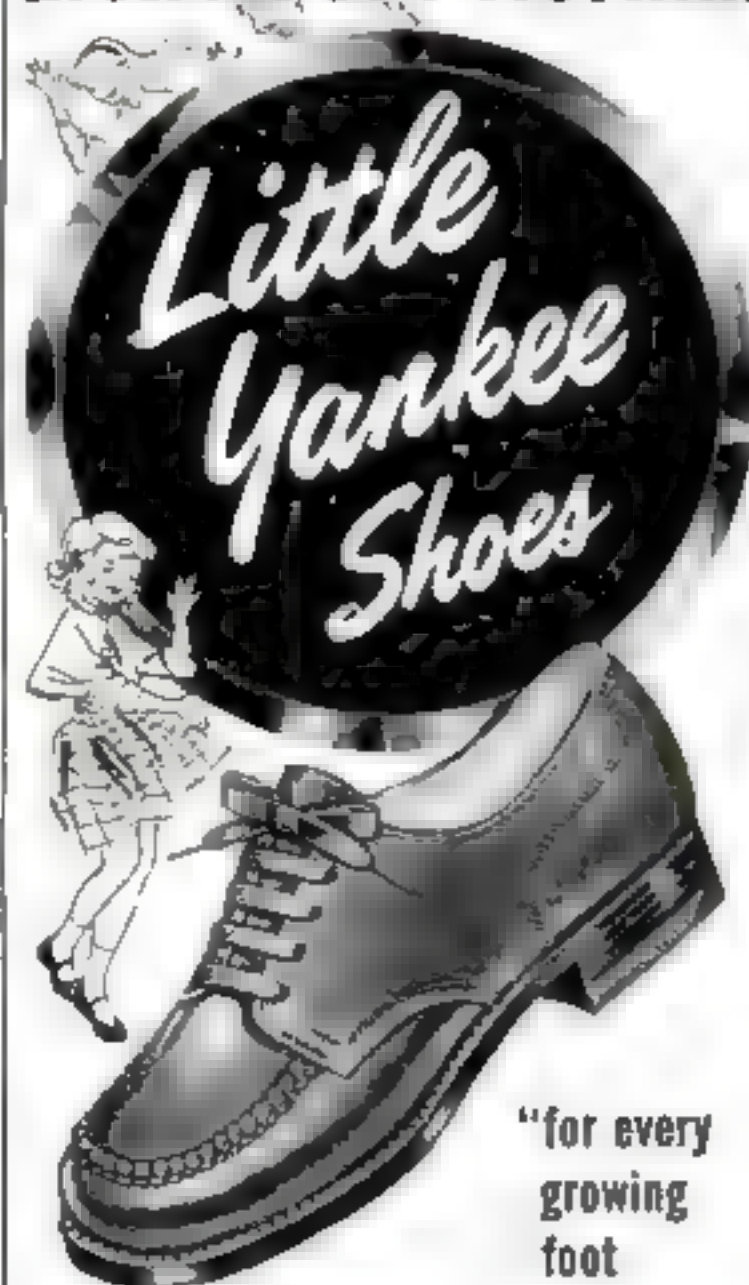


salt & pepper are
not enough ... add

LEA & PERRINS
THE ORIGINAL
WORCESTERSHIRE SAUCE

FREE Recipe Book with 196 easy ways to
exciting flavor! Write Lea & Perrins,
241 West St., New York 13, Dept. L-22

Designed to Keep Little Feet Normal



"for every
growing
foot
in the
family"



YANKEE SHOEMAKERS

NEW MARKET, N. H.

CALDER CONTINUED

Calder. Whenever he has a large show, he generally has to go along with his sculptures to assemble them properly. In the early days when he was making wire figures the job was easier. In 1928 a group at Harvard invited him to exhibit his work and arranged to meet him at the train with some cars to convey the sculpture to the gallery. When the train pulled in, out stepped Calder with some pliers in his hand and a roll of wire slung over his shoulder. Setting up shop in a student's room, he proceeded to twist the wire into enough shapes for a complete show.

When he isn't trotting after his shows, Calder stays close to his Roxbury, Conn. home. In his studio he turns out about 40 sculptures a year, ranging in height from three inches to 15 feet and priced at \$150 to \$3,000. Calder manages to sell about half of his yearly output; the rest he strews around his house, strings up in his studio or stows away, disassembled, in a "coffin." The whole studio is rigged up like a circus tent with an elaborate system of ropes and pulleys which enable Calder to get at any aerial act he wants.

In spite of the fact that he is often labeled a machine-age sculptor, Calder has only a grindstone and a drill that are run by motor. Some of his implements might be found in any layman's tool chest: hammers, files, vises, metal clippers—but there is a distinctive assortment Calder has designed for his own needs: a wire straightener, a wire twister, a device for locating the center of gravity of a metal shape. Calder believes in working whenever possible with hand equipment. "If you get sold on mechanization your work becomes manufactured instead of inventive and imaginative." Because of this he works with rivets and twisted wire and only resorts to welding when he is making a heavy stable for out-of-doors.

While daytime is given over to art and artifacts, nighttime at the Calders generally brings a splurge of music and high jinks. Sandy has a hoisterous passion for dancing. A 6-foot, 200-pounder, he lumbers around like a dancing bear, inventing his own steps, sometimes jouncing a partner with him (once he broke a girl's ankle). Louisa Calder provides the music, bending impassively over her accordion. The contrast between the two was pointed up by a friend who remarked, "Louisa's stable. She leaves the mobility to Sandy."

The Calders have two daughters, Sandra, 17, and Mary, 13. They maintain an air of grownup tolerance toward their obstreperous, boyish father. Both girls have tried their hand at mobiles—Sandra producing a rather dangerous variety from splintered glass—but the whole family prefers the elder Calder's handiwork and violently protests whenever he ships any of it away for a show.

Critics and other artists share their enthusiasm. Scholarly books have been written about Calder. Poems ("I salute you, forger of giant dragonflies") have been dedicated to him. He is the subject of an outstanding art film. Léger calls him "the greatest living American artist." Other artists like Picasso and Braque are equally admiring. "Why not?" says Sculptor Hans Arp. "He is not in competition with us. Who else can make mobiles?"

Actually almost everybody else has tried. The public has been steadily bombarded with fish mobiles (LIFE, Dec. 18, 1950), sun mobiles, Christmas mobiles and a French brand labeled "balancetes." But Calder is still in the lead, developing new mobiles with gongs, wire towers bedangled with miniature paintings, and exotic mobile birds fashioned from coffee and tobacco tins. One such bird bears the words "only only" on its wobbling tail—an appropriate motto for all Calder's work, for only Calder can make a mobile masterpiece.

—DOROTHY SEIBERLING



CALDER AT HOME drink coffee out of cups which Sandy equipped with brass wire handles. Fish hanging in window has mobile scales of broken glass.

GRAND OPENING!

New
Pack's
In!

Green
Giant
Peas



HOW TO SET MODERN

Purists have called the automobile a horseless carriage with bulging polo-mold exterior. But you now Lincoln's ready to grace your life with a completely new concept of the fine car. For Lincoln makes your driving as smoothly modern as your glass-walled home. Lincoln lets you take modern living with you. You take the look of today's good living—glaring fires, green and wood-luck with every sweeping architectural day. You

take the deep comfort and the evening design of a living room—after living with the most—modern interiors. You've left behind—go extremes. Glass—over 11 square inches—high sweeping roof and easily seen wheels.

Above all you handle this superbly smooth as morning ease. Penetrates that low hood's new wave of day and night. In V-engine with more power than ever—new V-8 engines.



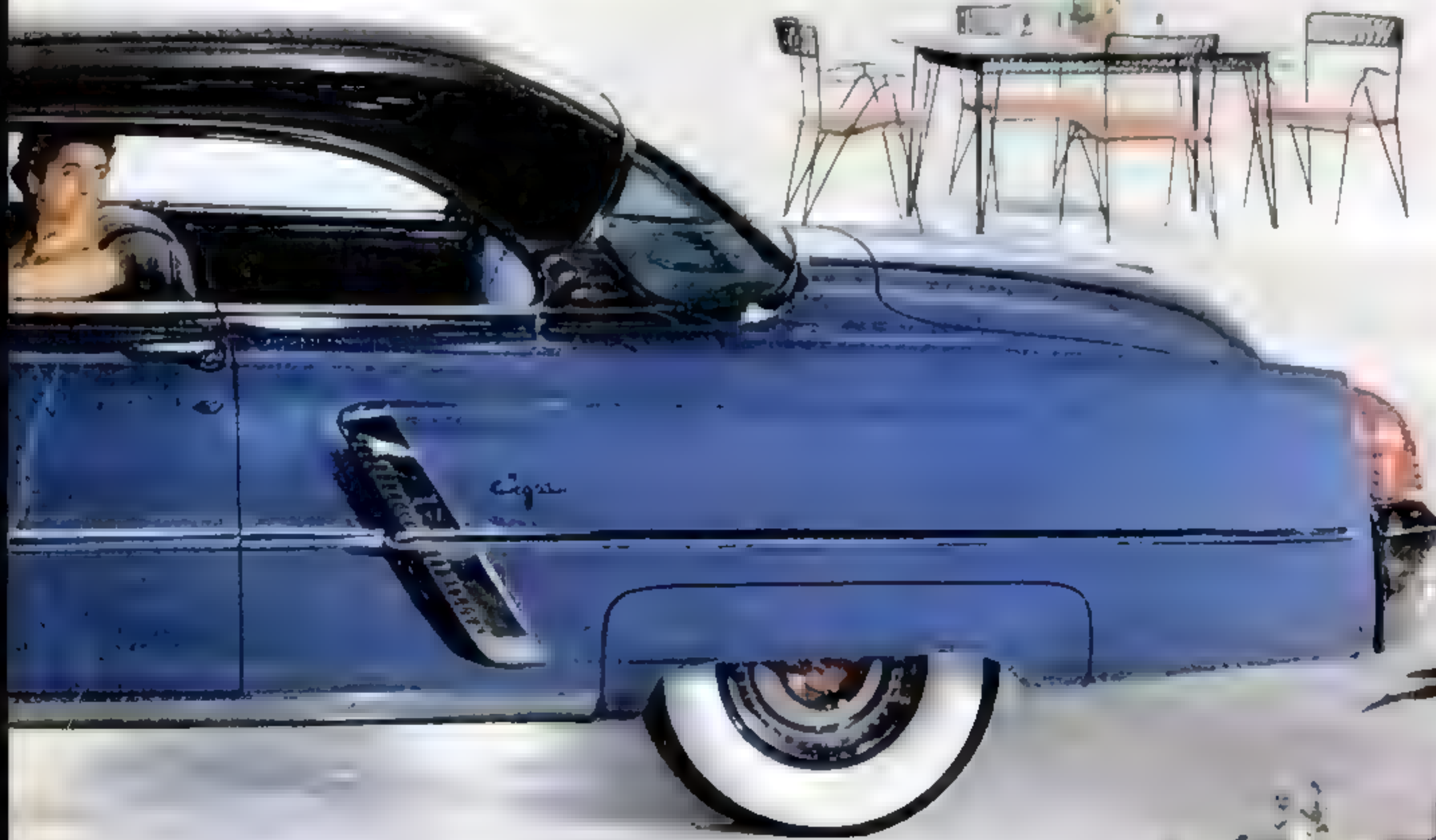
LIVING IN MOTION

tips, endless dual-range hydraulic Transmission. And the ride comes not only from the new independent front wheel suspension, but from an utterly new kind of engineering.

There is only one way to make this magnificent discovery. Drive a Lincoln Cosmopolitan or Coupe. Your dealer brings it to you, or drive it yourself, ready to set modern living in motion! LINCOLN DIVISION FORD MOTOR COMPANY

LINCOLN

THE ONE FINE CAR DELIBERATELY DESIGNED FOR MODERN LIVING





He's a private man in a public spot

THE NAME might not mean a thing to you. You rarely see his picture in the paper.

But you can get a look at him, if you're interested, riding home a little tired on the trolley, reading his newspaper.

You can catch him any noontime in a restaurant somewhere in Washington, eating the dollar-and-a-quarter lunch.

Or, some warm week-end, stand on a highway leading out of the capital and watch for a '49 Chevy with a dent in the right rear fender. That's him taking the family out for a picnic.

Get a good long look at him. He works for you. He's the man who looks after the hard daily business of your democracy.

Maybe two hundred thousand farmers picked him to represent them in Congress, because he knows their kind of life, their kind of problems. Or maybe he's an expert at atomic defense. Maybe he's a whiz at breaking codes. Maybe he knows more about New England fisheries than any other man alive. He might be an economist, a lawyer, a statistician, a scientist.

Whatever his specialty, he's a first-class man at it. He's got something that's needed to run a big, busy country.

You don't give him a very swank office, or a very big salary. Industry might pay him twice what he gets from you. So sometimes people ask him (and sometimes he asks himself): "How come you don't quit? Why not use your brains to get ahead in the world?"

But where is *ahead*? When your nine-to-five routine can come out as a highway, a dam, or a freedom—when the day's grind might mean a year of peace for a hundred and forty million people—what's ahead of that? What's ahead of doing a job for the world's most going concern?

So he doesn't quit. He sticks at his desk, and advances the slow way, and his picture may never get in the paper, and you may never hear his name. But watch for him next time in the trolley, in the pretty good restaurant, in the three-year-old car. Without him this wouldn't be our kind of America—a country that stays healthy and free because public affairs are the business of strictly private men.

John Hancock

MUTUAL LIFE INSURANCE COMPANY
BOSTON, MASSACHUSETTS



ANESTHESIOLOGIST VINCENT COLLINS SOOTHES FRANCES ASHLANT WITH REASSURING WORDS DURING OPERATION SHE RECEIVED SPINAL ANESTHESIA

THE COMFORTER

Anesthesiologist uses medicine's newest weapons to fight pain

PHOTOGRAPHED FOR LIFE BY CORNELL CAPA

For the man or woman whose body is knotted with pain, there is one compulsive desire—oblivion. Lying in a strange hospital, awaiting events as yet unknown, the patient scans the faces of nurses and doctors, searching hopefully for someone or something to stop the suffering. All too frequently comfort appears at the last moment in the terrifying impartiality of the operating room. As an anesthetic drug is administered and pain subsides, the fears that pain has overshadowed—fears of bleeding, unconsciousness and death—grow bright in the

mind. Seemingly abandoned amid strangers, the patient sinks into uneasy sleep.

Happily for their patients and prospective patients, this grim pattern is now disappearing from many U.S. hospitals. The anesthetist, a technician who simply puts people to sleep and wakes them up again, is being replaced by the anesthesiologist—a practitioner of one of the newest fields in medicine. Unlike his predecessor the anesthetist goes into action almost as soon as his patient enters the hospital. He visits him to comfort him, prescribe his

anesthetic drug, and tell him what will happen in the operating room. Once there, his familiar face is the first the patient sees. During an operation he continually checks the patient's condition, calling for blood and stimulants as they are needed. And when the patient wakes, the anesthesiologist is still on hand, with quiet words of comfort and reassuring instructions for care. Such a man is Dr. Vincent Joseph Collins (*above*) of St. Vincent's Hospital in New York City, whose skillful hands and watchful eyes are shown at work on the following pages.

THE COMFORTER CONTINUED

SKILLFUL HANDS

Because of the fantastic variety of tasks he performs, the hands of an anesthesiologist are perhaps the most versatile in any profession. Feeling for a faint pulse, Collins' hands are as sensitive as those of a violinist. Yet he possesses the crude strength of a wrestler when forcing sedatives on a struggling, delirious strong man. As an operation proceeds, he must minister to the continually changing condition of his patient. At various stages in the operation he may need blood, stimulants, perhaps a different anesthetic. Collins may use as many as 30 pieces of specialized equipment. Responsible for the general health of his patient, he must know what to do as each development, expected or unforeseen, occurs, and only the anesthesiologist has this knowledge and the skilful hands to use it. To give artificial respiration to a choking newborn infant, he must handle the baby as gently as a glass blower handles a goblet. To relieve the agony of a patient with an uncontrollable facial tic, Collins must plunge a long needle at precisely the right angle to reach a position near a deeply buried nerve trunk—an error of 1/8th of an inch could cause



INSERTING AN AIRWAY, Dr. Collins grasps breathing tube in right hand, lighted laryngoscope in his left. Tube carries anesthetic gases and air into lungs, is used when patient must be so completely anesthetized that lungs are paralyzed.



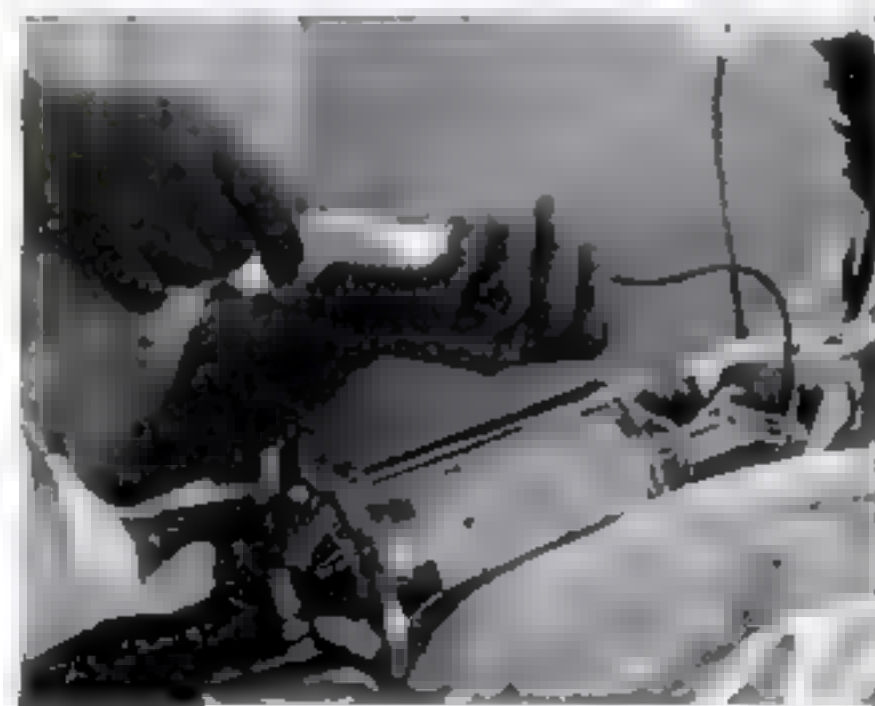
GIVING A SPINAL, COLLINS WITHDRAWS STIFF STYLET FROM HOLLOW NEEDLE HELD IN HIS LEFT HAND. ANESTHETIC DRUG WILL BE PUMPED INTO NEEDLE



COUNTING PULSE, Dr. Collins feels patient's temple while holding mask over face. Patient is unconscious from cyclopropane but breathes normally.



EXAMINING PUPIL, Collins pulls back the eyelid to gauge level of anesthesia patient is in. Dilated pupil indicates he is in second, intermediate stage.



INFLATING A BALLOON, fastened like a doughnut around far end of breathing tube to lock it in place in trachea, Collins manipulates syringe pump.

ARE IN CONTROL

severe damage. He must also be quick, for if a patient's heart begins to skip, stimulants must be injected immediately. Lastly Collins is an expert juggler and at any moment may be doing half a dozen things almost simultaneously: stroking the patient's head, examining the pupil of his eye, rhythmically squeezing and releasing the bag which does the breathing for him, and adjusting the flow of blood and other solutions into his veins, all the while making notes on his condition.

Collins' exacting profession is a direct outgrowth of the advances of modern surgery and medicine. In recent years surgeons have developed operations which would have been impossibly radical a decade ago. At the same time chemists have discovered a host of anesthetic drugs and stimulants. Such operations would be impossible without the anesthesiologist, for he alone is familiar with the techniques and drugs necessary to keep the patient alive. Though his knowledge is most valuable during a difficult operation, his skill adds an increment of safety to routine cases as well, for even there the possibility of complication is always present.



SQUEEZING AN AIRBAG to simulate the rhythmic motion of lungs, Collins' hands do the breathing for lungs paralyzed by powerful anesthetic drug. Carbon dioxide expelled by patient is absorbed by the canister of soda lime above the bag.



CALMING A PATIENT AND TAKING HER PULSE AT SAME TIME, COLLINS' GENTLE FINGERS REST ON WRIST OF THE ARM WHICH IS GETTING A BLOOD TRANSFUSION



RELIEVING NAUSEA, he gives nervous patient a whiff of spirits of ammonia to prevent fainting. Though in no pain, she was seriously upset by fear.



PATTING CHEEKS of a patient who is conscious during an operation, Collins reassures her that all is well. Towel shields her eyes from brilliant lights.



BLOCKING NERVES, Collins deftly inserts long hollow needles into the nerve trunk so anesthetic fluid can be squirted in to relieve a muscle spasm.

ANESTHESIOLOGIST

THE COMFORTER CONTINUED

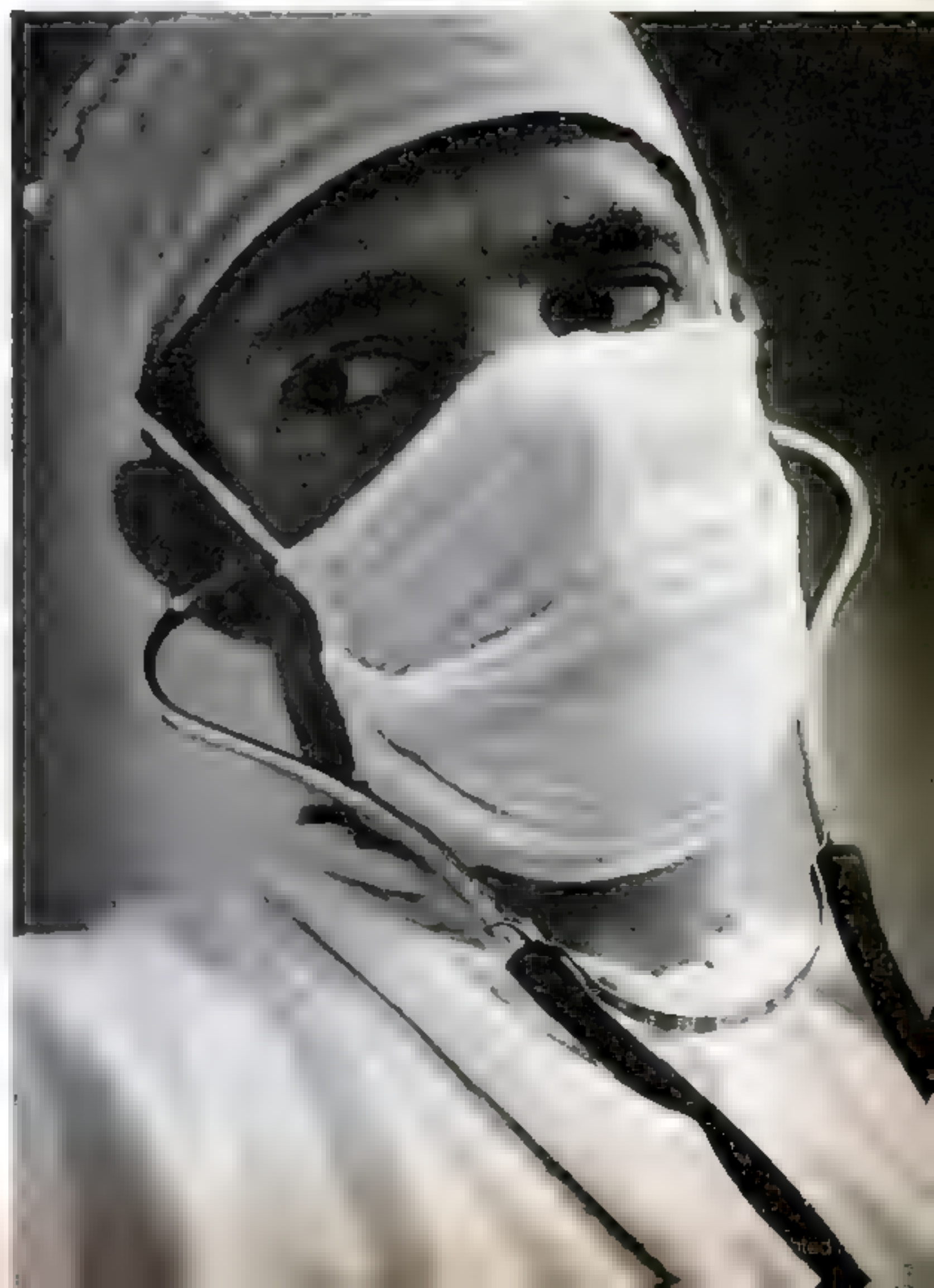
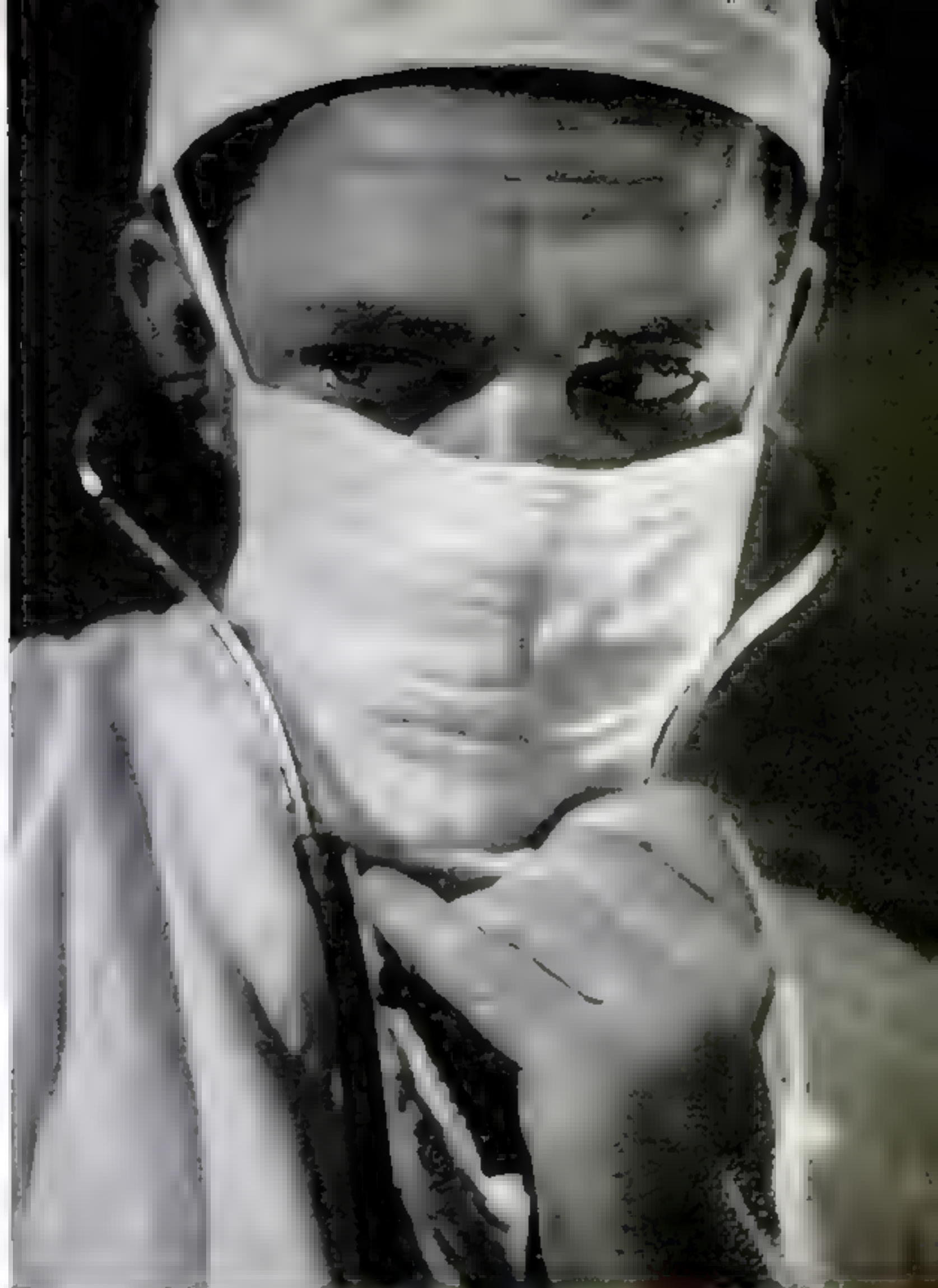


ALERT EYES SPOT

Two pairs of eyes dominate the masked world of the operating room—those of the anesthetologist and those of the surgeon. As the operation proceeds their glances frequently meet (above), and hurried whispers are exchanged as Colins and the surgeon discuss the patient's condition. But while the surgeon concentrates on the intricate work at his fingertips, the eyes of the anesthetologist rove

restlessly about the whole room, darting from one direction to another as he checks the status of equipment which is helping to keep the patient alive. Occasionally Dr. Colins appears withdrawn, as he listens to the patient's heart-beat. Suddenly his eyes grow watchful again as he inspects the tanks of oxygen and anesthetic gases, gauges flow of the patient's blood, to make sure the transfusion is dripping properly.

APPREHENSIVELY. Colins glances at a neon sign on top panel of the dais on the tanks of anesthetic gas. Center and the operating room clock.



DANGER

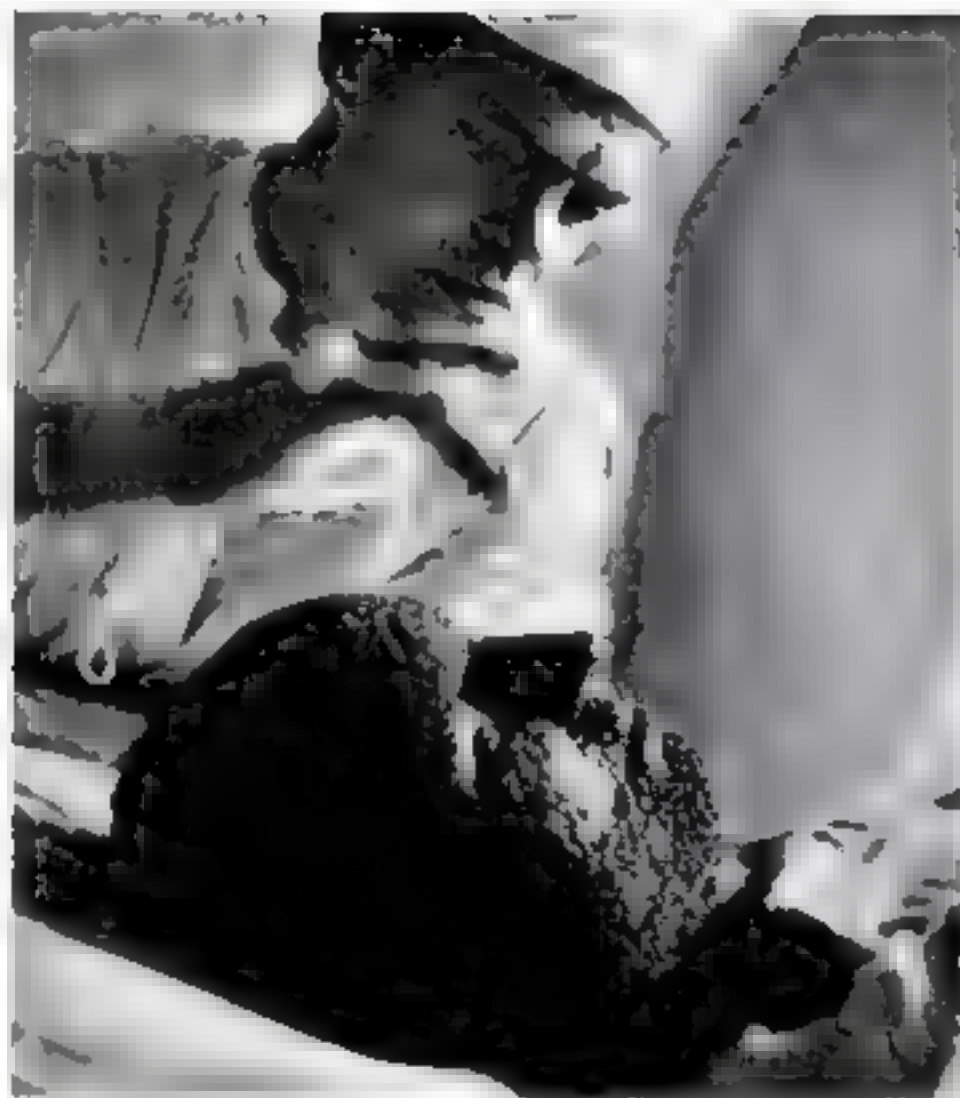
If the patient is conscious—as in spinal anesthesia, Collins' smiling eyes as well as his soft words bring a message of confidence. With a patient under deepest anesthesia his expression grows apprehensive, for the heart may stop and need stimulation. Throughout the operation the task of sustaining life never ceases, the unexpected is always present and the eyes of Vincent Collins are never still.

ANXIOUSLY Dr. Collins and the surgeon (right) discuss interrupting operation briefly so the patient can rest. His heart had suddenly weakened.

INTENSELY Collins listens to patient's heart-beat (above) then looks at blood pressure machine.

CONTINUED ON NEXT PAGE

CHARRED AGONY of burned man made it impossible for Collins, here touching eye to test reflexes, to give inhalant anesthesia. But he quickly found a method (below) to relieve the pain.



INDIRECT BALM, a procaine solution dripped into the vein of the left foot, halted burned man's pain. The patient's right leg was broken by the explosion that burned him and is in a traction splint.

COLLINS' REWARD comes ten days later as doctor finds burned man, saved from pain, shock by procaine and nutrient fluids, has recovered so well a face mask can be used during skin grafts.



PAIN-FREE BIRTH, Caesarean performed after Collins (lower left) applied spinal block, reaches climax as surgeon lifts baby from incision for its first breath.

A TIRED GRIN ENDS HIS DAY

As chief of anesthesiology at St. Vincent's Hospital, Dr. Vincent Collins fills a frantic 18-hour-a-day schedule. He rarely takes more than a few minutes for lunch and sees little of his wife and five children. Two afternoons a week are devoted to teaching, and currently he has three student anesthesiologists under him whom he drives relentlessly in his eagerness to perfect them. The rest of the time he is hustling about the hospital, visiting and comforting patients, managing the blood bank, working in the operating room or deadening the pain of the variety of emergency cases which flow ceaselessly into the hospital.

Some emergency cases are victims of suffocation—by smoke, water or obstructions. Though the police department has resuscitation equipment, as in most cities, few officers know how to use it. Other cases are emergency births, like the Caesarean delivery of Veronica Dickens' son (above). Here Collins demonstrated the comforting personal contact which will make his name long remembered by Mrs. Dickens as that of a friend. Before the operation he chatted with her. "We'll raise the flag if it's a girl, Mrs. Dickens." During the operation Collins talked continuously in a soothing, confident voice: "Turn on your left side . . . 'At's a girl. . . . Now you're going to feel a little pinprick, like a mosquito . . . You're just a wonderful girl . . . You're just a grand patient . . . Feel sleepy? That's good . . . This couldn't be easier . . ." As the surgeon delivered the baby, Collins announced it was a boy and added, "Just like your husband, eh?" "Yes, doctor. He's got a pug nose." Collins gave her an injection and she drifted off to sleep. Then Anesthesiologist Collins took off his face mask and allowed himself a tired grin of satisfaction (opposite).

THE WINNER, Vincent Collins shoves off his mask after the successful Caesarean delivery and finishes the detailed record he keeps of each operation. ➔





A KING IS DEPOSED: SIX FATEFUL HOURS

Egypt's new boss tells inside story of coup that overthrew Farouk

by MAJOR GENERAL MOHAMED NAGUIB

as told to DAVID DOUGLAS DUNCAN

On July 26 Major General Mohamed Naguib, commander in chief of Egypt's armed forces, startled the world by announcing that Farouk no longer was king. Now General Naguib has revealed to LIFE the hitherto untold story of how a little band of army officers overthrew a powerful tyranny. LIFE presents the account as a historical document. It is, of course, the military junta's

version of the story, reflecting in places its members' patriotic zeal—as, for example, in the general's reference to Israel as “an enemy threatening our eastern frontiers.”

In the short time since the coup, Naguib's new government already has started to deliver on some of its promises. Programs for land reform, for reducing the tax load on the poor and for cleaning up the corrupt

old regime have got under way, and general elections have been promised for next February. But last week there were signs that the new leaders were having their troubles—a strike at some cotton mills near Alexandria erupted into violent riots, and General Naguib announced that the censorship he had so proudly banned after the coup would now have to be partially reimposed.

In our Koran it is written:

*“Then the word went forth: O Earth! swallow up
Thy water, and O Sky! withhold thy rain,
... away with those who do wrong.”*

THE seeds of our fight for freedom were sown many, many years ago. Now, only now, after so much waiting have they burst into blossom.

We were a handful of men whose hearts were full of faith. We were also men filled with the shame and humiliation forced upon us by the campaign in Palestine. We, as the soldiers of our nation, had responded to that call to duty across the Sinai Desert. As patriotic Egyptians we had marched to repulse an enemy threatening our eastern frontiers beyond Suez. Then, while fighting upon the burning sands of the desert, we learned that the enemy was lurking not only in the night before us, but also was entrenched in our cities behind us—traitors of our own blood. Weapons were delivered to our troops, but minus vital parts. Ammunition finally reached our supply dumps, but it would not fire. Medical supplies for our wounded, and there were many, came through to us in pitiful quantities. Many items of field equipment, desperately needed by fighting men, never arrived at all. In truth we were surrounded. Fears, which we had sensed only vaguely in our peacetime barracks before the campaign, became real. Now, for sure, we knew that those who directed our affairs in the campaign were men who had sold themselves, their countrymen and even their own sons, to the devil.

The infamy upon which they had been nourished and their own evil souls encouraged them even more to betray their country. Yet it also, for the first time, brought into being small groups of officers united to challenge the traitors—men of Egypt determined to avenge their lost comrades and to deliver their homeland from the grip of those who so cruelly trafficked with their own honor and the lives of their countrymen.

We were bitter that our country should be kicked into the dust of the road. We decided to dedicate ourselves to the rebirth of its dignity. But even then we tried to change things before we started to move. We circulated pamphlets telling the people how black our history had become. We tried to warn the king to regain his

CONTINUED ON NEXT PAGE

THE MAN WHO LED THE COUP sat for portrait (opposite) by LIFE Photographer David Douglas Duncan, who also made the pictures on the following five pages. After Duncan photographed Naguib at his daily prayer (right), the general spoke his thoughts on religion. “No man can be good who does not keep to his religion,” he said. “We have no quarrel with any religious group or sect. Jew, Christian and Moslem can all live together here in Egypt in peace.”



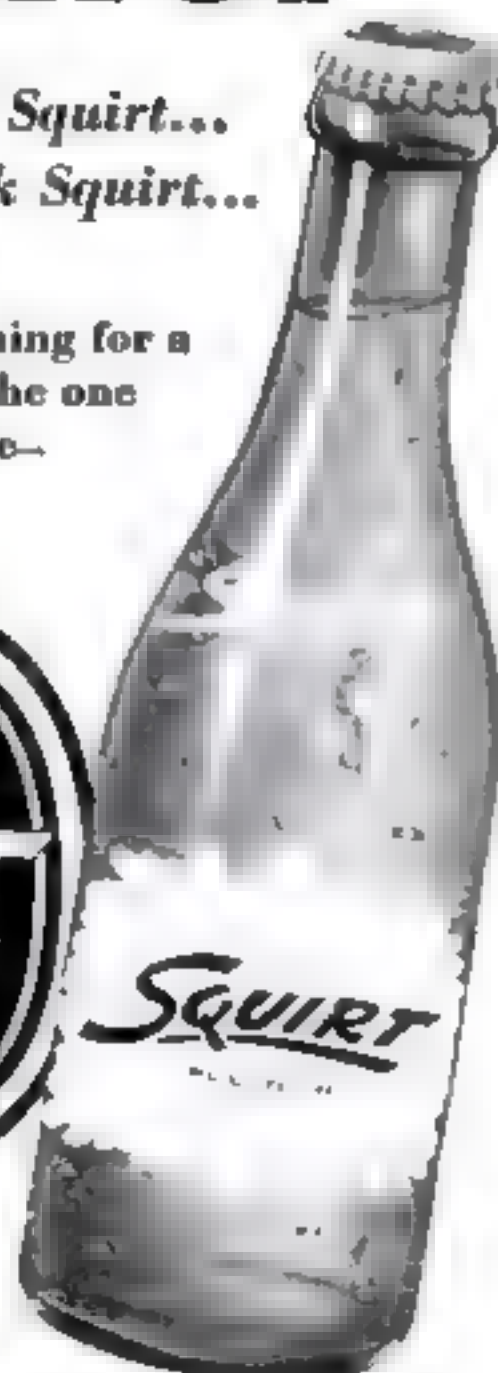
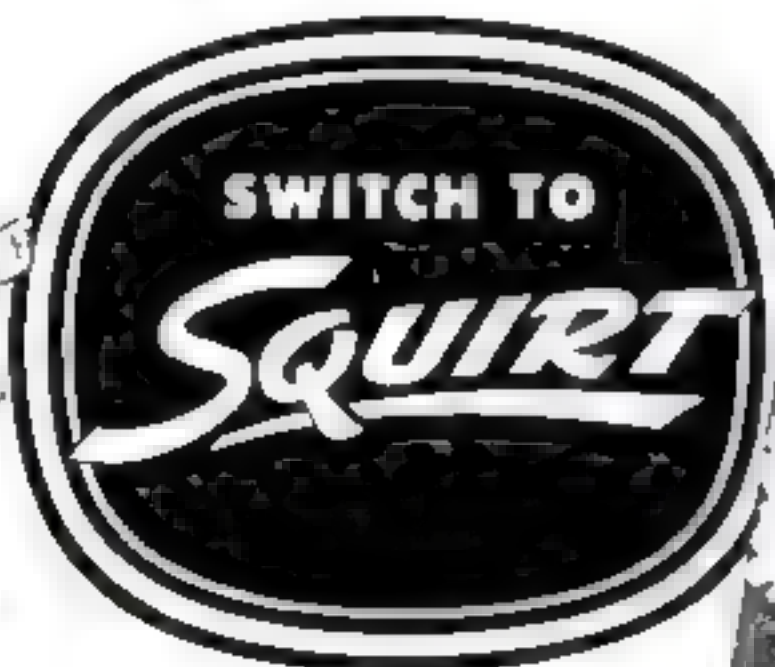


*If sweet soft drinks
leave you thirsty...*

Switch to SQUIRT Never an after-thirst

*Fresh, clean taste as you drink Squirt...
Fresh, clean taste after you drink Squirt...
Never an after-thirst!*

Yes, if sweet soft drinks leave you reaching for a
water-chaser, then Switch to Squirt—the one
soft drink that can say and prove—
Never an after-thirst!



When you serve mixed drinks,
and when you drink, be smooth about it...
Switch to Squirt, the SMOOTH mixer.

COPYRIGHT 1952 THE SQUIRT COMPANY BEVERLY HILLS CALIF.



WAITING FOR PREMIER. Nagaib (left) and aides stand under portrait of Foad I, Farouk's father. Nagaib explains that while pictures of Farouk have been taken down, Egypt has rid itself of him as a person—not the monarchy.

STORY OF THE COUP CONTINUED

reason. But with all of his power, with all of the evil behind him—evil which pushed him, then stood beside him—the tyrant tried to crush the flame and to put it out. His foul forces still continued their injustice. They fought virtue, protected vices, and the reign became a symbol of graft, corruption and lust. They crushed the reputation of Egypt and they made this country known as a part of the world not fit for independence or a proud clean life.

Yet our small voice still spoke out to defend the country—full of faith that in our hearts remained the strength to meet and defeat the powers of evil. But the tyrant's ears were as of stone, his eyes as of ice. He scorned these warnings and called their authors "children."

Then a simple event took place. Elections for the general committee of our officers' club were held. The king tried to dominate even this part of our lives. His candidate, Major General Hussein Sirry Amer, was a man considered by many to be totally unfit to wear our uniform. He had been mentioned, time and again, in connection with the traffic of drugs and the illicit sale of state lands. Many officers wondered about his connection with the arms scandal of the Palestine campaign. We rejected him . . . and the king.

The king was livid, and his pride was hurt that there should exist in Egypt a group of men who would defy him. He reacted by intriguing to trap these soldiers and to eliminate them. He ordered a general assembly of the members of the officers' club to change its constitution, permitting his will to prevail. Another defeat had been suffered and it shattered his sense of proportion. He plotted disaster for all who opposed him. Driven by hatred, he dissolved the fairly elected General Committee of the club. Thus, too, was a simple issue. But it was now the beginning of the end.

We soldiers of Egypt looked to the heavens. We asked that the light of Allah show us the proper path to take. We prepared for something great. Then we looked again to Allah, and asked, "When will it be—our day of struggle—our day of liberation—our day when You will shelter us?"

Each day we worked with our units going through normal routines and exercises. But each evening it was different. Small groups of officers met to decide the part each would take when The Sign appeared. The plan was simple and easy, yet strong and decisive. All measures were taken to anticipate the steps the tyrant might take. The next time he tried to impose his foolish, selfish will

CONTINUED ON PAGE 106



You can get reprints of this advertisement, at no cost, by writing to this magazine.

Will you leave these to your children?

Men have died to leave you these 4 symbols of freedom:

A Holy Bible—symbol of your right to worship as you wish.

(First Amendment, U. S. Constitution)

A door key—your right to lock your door against illegal government force and prying.

(Fourth Amendment, U. S. Constitution)

A pencil—freedom to speak or write what you think, whether you agree with the government or not.

(First Amendment, U. S. Constitution)

And a free ballot—your right to choose the people who represent you in government—your protection against government tyranny.

(Article I, U. S. Constitution)

HALF the world is trying to destroy these symbols—and what they stand for.

Even in this country, there are people who attack our freedoms, by trying to give the government more and more control over American life.

"The government should take over the doctors," they say, "and run the railroads, and the electric companies." But what they mean is, "Let's have socialized medicine, socialized railroads, socialized electricity."

Even though socialism is one thing *most* Americans don't want!

It is wise for us always to question and weigh the forces that influence our government. It's up to us all whether we'll leave our children freedom—or socialism.

* * * *

Socialized electric light and power is one of the first goals of the people who want to push America down the hill to socialism. They've made headway, and are working for more. Each step they gain is a serious threat to *every* home and farm and business—and *everybody's* freedom. That's why this message is brought to you by America's **ELECTRIC LIGHT AND POWER COMPANIES***.

*Names on request from this magazine

LOVE THAT RED HEART



the only 3-flavor
dog food U.S. Inspected

None finer! Complete, balanced diet to keep dogs healthy, plus variety to keep them happy! Exactly the same food, flavored 3 ways—beef, fish, cheese. John Morrell & Co., Meat Packers, Ottumwa, Iowa.

NAUSEA caused by travel motion, relieved with
Used successfully half a century on land sea and air
THE WORLD OVER



Skin Sufferers

Very first use of soothing cooling, liquid D.D.D. Prescription positively relieves raw red itch—caused by eczema, rashes, scalp irritation, chafing—other itch troubles. Greaseless, stainless. 43¢ trial bottle must satisfy or money back. Ask your druggist for D.D.D. PRESCRIPTION.

CORN gone-- because it's **DISSOLVED!**
Why suffer corn pain? End misery quick—use GETS-IT! In 35 countries with over 135 million people it's a favorite—with Gets-It on—corn is gone. For happy feet—get Gets-It Liquid Corn Remover today 35¢.



WORM YOUR DOG WITH PULVEX WORM CAPSULES
Expel all common type worms with one combination treatment.

ANOTHER COOPER PRODUCT

OSTERMOOR

America's
Quality
Mattress
SINCE
1853

Supreme
-Comfort

For nearly one hundred years
the name Ostermoor has stood
for the utmost in sleep comfort



See your local dealer or write "Ostermoor"
Chicago 16, Ill. or Springfield, Mass.



THE GENERAL'S SONS perch with him on the balcony of his home. They are, left to right, Farouk, 14, who is named after the departed monarch like many another Egyptian and who, like most of them, is considering changing

STORY OF THE COUP CONTINUED

against the best interests of the country we would be ready. We took an oath that we would liberate the nation from tyranny, humiliation and disgrace—or die.

We called ourselves the *Dobbat el Ahrar*, which means "The Free Officers." Except for myself there was no man involved who held rank higher than lieutenant colonel; most were junior officers. None had any connection with any political party or religious group, like the Moslem Brotherhood. Plans for the coup were discussed with me, then left in the hands of nine officers called the Central Committee. Even I did not know who they all were, although later, after I had been called to take over as commander in chief, I learned that my liaison contact man had been one of the Committee. Thus, in times when the tentacles of the tyrant were everywhere, maximum security was achieved. Yet at that time we swore no oath of secrecy to protect us and our plan. We depended upon the honor and moral dignity of each officer involved.



THE GENERAL'S FOLLOWERS have a great affection for him. In the picture at left, a Sudanese captain suggests a new insignia for the coast guard caps. Two grieving women (center) bring him a sad reminder of the Palestine



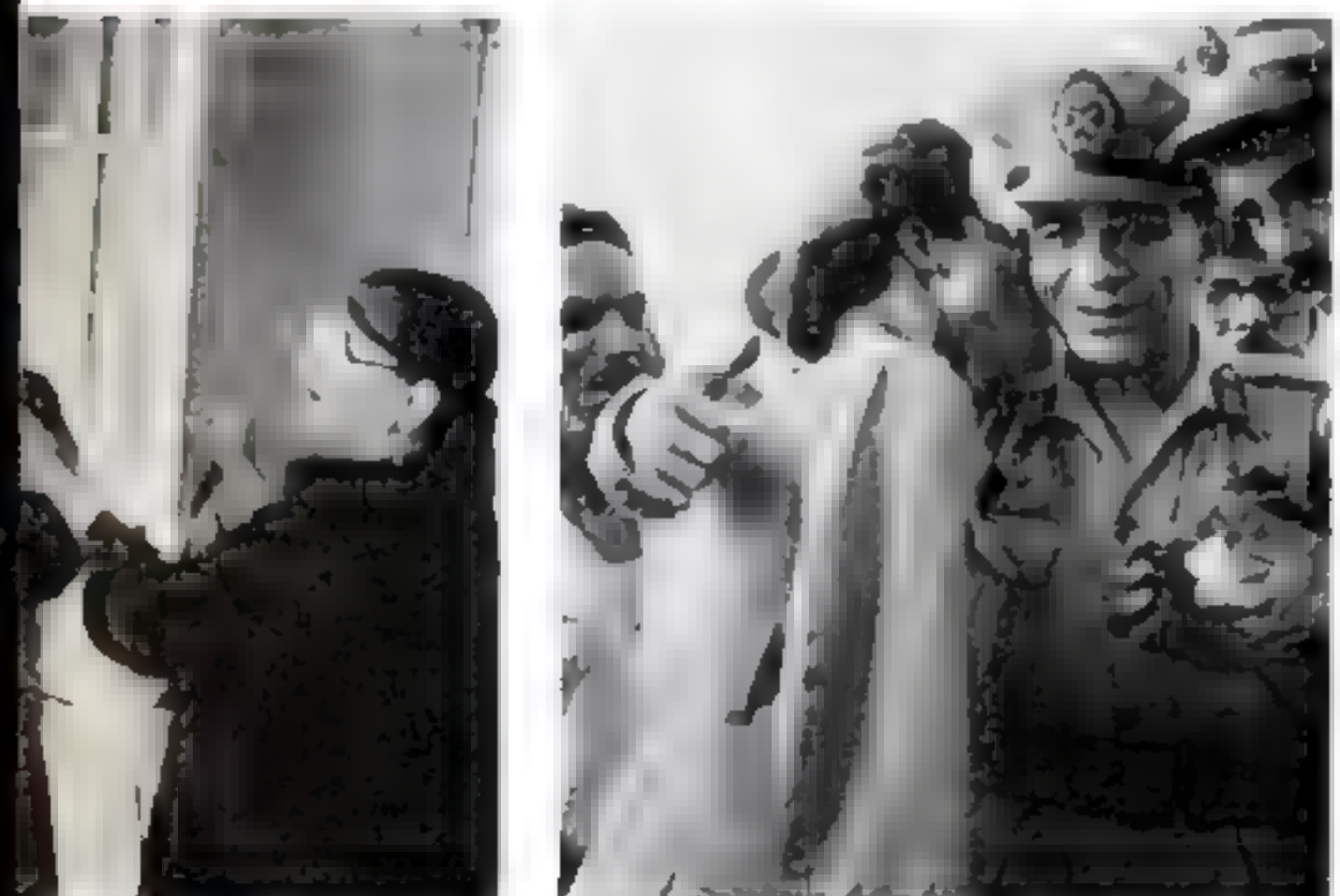
his name: Youssef, 10, who likes Western hats and whom Naguib calls "cow-boy"; and Ali, 12, who is a sharp shot with an air rifle. Naguib's wife, by Moslem custom, does not make public appearances. His daughter died last year.

As the movement grew we did check most carefully upon each man before taking him into our fullest confidence. As in all nations and all armies, there were some who could not be depended upon until we had assured them of victory. Even of your own Revolution in 1776 it has been written that only one third of the population of the Colonies was willing to risk rebellion with rifles.

At lower levels contact was made only indirectly with the man. No mention was made of any actual plan, nor of the officers of the Central Committee who were at that moment mapping every move to be made when the opportunity offered. Instead, our efforts were directed at inspiring each man, preparing him morally for the day when he might help break the grip of the tyrant who was strangling our profession—and nation.

The actual plan of liberation drawn up by the Central Committee involved very few men, for there was no real enemy as there is in battle. It was only a matter of seizure of key points within the military, then of replacing highly placed officers of questionable sympathies with carefully selected personnel. Other points within

CONTINUED ON NEXT PAGE



war; they are aunt and mother of a man who was killed while serving beside Naguib. At right, an amputee rushes up and embraces him. Egypt's "strong man" smiled shyly, said to Duncan, "This is one of my boys from Palestine."

The Choice of Every Party!



In Kentucky, the Bourbon capital of the world, Early Times wins the vote as Kentucky's favorite whisky regardless of type, proof, age or price. And that's among folks who have the world's best Bourbons to choose from. So next time you buy whisky, cast your vote for Early Times and make your party a winner.

EARLY TIMES

Every ounce a Man's whisky!

KENTUCKY STRAIGHT BOURBON WHISKY • 86 PROOF

EARLY TIMES DISTILLERY COMPANY, Louisville 1, Kentucky

America's only shoes style-endorsed
by the College Advisory Board

Phi Bates

Approved for smartness, for rich looks — by the College Advisory Board. They are quality to the core — with luxury leathers and finest workmanship. Yes, you can pay more, but wear none finer than — PHI BATES.

B. BYHAM
No. 6036 — Rich
Swiss Grain, Corda
last, gasket tongue



Most styles \$9.95 to \$16.95

Exclusive comfort feature —
"SLIPPER-FREE WHERE YOUR FOOT BENDS"

BATES

Originals

BATES SHOE COMPANY, WEBSTER, MASSACHUSETTS



This Battery
is Known by
MILLIONS
of Motorists under Many
Famous Names

This same fine battery has been
sold for over 30 years under
the famous names of many
of the largest automotive
marketers in America. For the
utmost in starting power, long
life and dependability, make
your next battery a Thor.

Wholesalers: For full details on the profitable,
top quality Thor line, write to us promptly.

PRICE BATTERY CORPORATION
HAMBURG, PA — Atlanta, Ga.

*REG. U.S. PAT. OFF.

Thorbreds all!

SPARKLING WATER
ORANGE SODA
VINEYARD PUNCH
COLA • ROOT BEER
BLACK CHERRY
TOM COLLINS M.X.
and many others



*"Made in America -
Best in the World"*



A CAMEL CORPS VETERAN, Naguib inspects the mounts of the Royal Frontier Corps at their desert base outside Cairo. He once commanded the outfit, and although he inspected everything with a tough, brusque efficiency, he also kept stopping to greet old comrades by name. Most were enlisted men.

STORY OF THE COUP CONTINUED

the city of Cairo had to be isolated at the same moment to protect our flanks. By this time, too, we had local committees of dedicated officers, by necessity few in number, organized within every branch of the armed forces. Each corps (artillery, armor, infantry) was represented, as were the air and naval forces. All were waiting for The Sign. All were ready.

Crises spur the coup

THEN two crises struck the country in rapid succession. Hussein Sirry (ex-Pasha; all such titles have now been abolished), one of the true moderates in Egyptian public life, was asked by the king to assume the office of prime minister and to form a cabinet. That was on the 2nd of July. Perhaps because of his knowledge of the affection some of the men in our army are said to hold for me, especially the veterans from Palestine, he asked the king to appoint me as his minister of war. The throne rejected the appointment. Hussein Sirry refused to assume his high office and his government fell on July 21.

That same day the throne asked Ahmed Naguib el Hilaly (ex-Pasha) to become prime minister and to form his cabinet. Perhaps the signs of the times were reflected in the appointment of his minister of war, Ismail Sherine, brother-in-law of the king and a civilian imposed upon the army with the rank of colonel. The members of the Central Committee felt it was not only a sign of the times, but The Sign from above.

Orders went out from the Central Committee to every group of Free Officers in the Egyptian forces. Zero Hour was set for 1:30 the morning of July 24. Then, because rumors of disturbances within the army had been whispered all over Egypt for three or four days, it was decided to move Z-Hour up one full day, to 1:30 of the 23rd. Allah was guiding us, for sure.

The Master Plan began to unfold. Like their ancestors of the desert, the young men of Egypt began to move quietly and well. They began arriving individually at their camps, with orders to be ready and in position by 2330 Tuesday night, July 22. Then, at 2300, word flashed to the Central Committee that there was good reason to believe that the Plan had been discovered. A young officer, while leaving his home, had been seen by two men whose sympathies he questioned. They had stopped him for a moment when they saw that he was armed. He felt sure that in his nervousness he had not given them sufficiently casual answers to their equally casual queries. He was right. At that very moment the informers were contacting Lieut. General Hussein Farid, chief of staff of the army. But the officers of the Central Committee had faith in their Plan, and in Allah. They waited. Z-Hour was nearly

CONTINUED ON PAGE 110

"Seems like a crazy time to deliver Christmas presents but—"



"This is the earliest I've ever begun delivering Christmas presents! But this year is *different*!"

"You see, a lot of parents planned to give their high school and college kids Royal Portable Typewriters for Christmas. But they got smart and decided to do it when school opens, rather than wait until December 25th.

"And it makes sense even if it is hot work for me! These youngsters are going to have all the joy and benefit and help of the finest portable writing-machine ever built . . . right at the beginning of the school year.

"It will help them get higher marks. They'll do better, neater work, and do it a whole lot faster, too. Of course, they'll *still* get plenty of presents, come Christmas!"

Why don't you buy a Royal Portable for your youngster now!

Truly, *the* standard typewriter in portable size.



Terms as low as \$1.25 a week. Ask your dealer about liberal trade-in allowance. Royal Portables available in Royal Tan or Royal Gray.

"Magic" Margin...

a Royal exclusive! Sets left and right margin automatically. *High Speed Key Action* frees mind to think, cuts down errors. *"Touch Control"* lets you tailor touch to your requirements. *Vanguard Plastic Keys* speed fingers. Royal is holder of World's Portable Speed Championship. *Contour Case*, like a fine piece of luggage—centers carriage automatically when it is closed.



ROYAL

World's No. 1 Portable

"Magic" and "Touch Control" are registered trade marks of Royal Typewriter Company, Inc.

FOR THE 1 MAN IN 7 WHO SHAVES DAILY

New preparation has remarkable
skin-soothing ingredient

MODERN LIVING demands you shave every day. But your skin need not get irritated, rough, and often old-looking. Not any more...

Two special ingredients in Glider brushless shave cream correct all this. One is the same type of oil that is used on a baby's skin. This allows your razor to cut close without scraping.

The second ingredient which insures your skin new shaving comfort is EXTRACT OF LANOLIN—a wonderful new substance with beneficial ingredients 25 times as active as in plain lanolin, the well-known skin conditioner.

Glider helps keep the skin silky-smooth because it's good for the skin. So good that it makes after-shave lotions needless. Rub a little extra Glider right into your skin... and like a skin cream it replenishes the oils of your skin, leaves your face feeling smooth, relaxed. Get a tube today and see for yourself!

Try a tube at our expense! Just write The J. B. Williams Company, Dept. LG-6, Glastonbury, Conn.

(Offer good in
U. S. only.)

Charles S. Campbell
PRESIDENT

Your Present Tires will Cover the Down Payment

ON A
COMPLETELY
SAFE SET
OF



GENERAL SAF-T-MILERS

90% of tire trouble comes in the last 10% of wear. Why risk it?

Your worn tires will cover the down payment on new, safe GENERAL SAF-T-MILERS.

SEE YOUR GENERAL TIRE DEALER



PUBLIC RELATIONS claims Naguib's attention at start of busy morning. Here his efficient aide stands by while Naguib autographs picture for Egyptian newspaper. He has just finished his breakfast of tea, yoghurt, bread and water.

STORY OF THE COUP CONTINUED

upon them. Small groups of officers of their command were moving all over Cairo. They waited.

In the Master Plan the city of Cairo was divided into four sectors. To each sector the Central Committee assigned one team of four officers and two enlisted men. Each team had one jeep and one heavy-duty closed van. As the first objective of the Plan was to deny command leadership to the troops of the army, especially the armored corps, it was the duty of each team to arrest designated officers in their sectors. The number of these high-ranking officers averaged eight to 10 for each sector. Upon reaching the home of each officer, two of the Free Officers were to enter the house to make the arrest, while the other two and the enlisted men stayed below to cover the street. As each officer was arrested he was to be placed under guard in the closed van until a clean sweep of all designated officers in the sector had been made. After clearing the sector they were to be taken to the barracks section of the Military Academy and there detained until the entire Plan had been carried out. When Z-Hour struck these plans worked perfectly.

Other units were moving all around Cairo when Z-Hour arrived. Phase One was in operation. Cordons of hand-picked troops surrounded all army barracks. They were supported by armored cars which were in radio contact with each other. It was imperative that all officers be prevented from reaching their troops where they might give orders. The troops themselves did not know that the orders they were taking and executing were being given by Free Officers or that they were participating in a coup. The Egyptian state broadcasting station, the central telephone exchange, the Cairo railroad terminal and the general headquarters of the Egyptian army all were occupied by infantry supported by armored cars. Tanks were called in to dominate strategic points within the city, and also to make a show of strength. Resistance was not expected, yet a demonstration of power, and the support of the armored corps, seemed wise in order to prevent any possible trouble.

Cairo's airfields were surrounded by infantry, also supported by armored cars. They simply closed the entrances to prevent any undesirable persons from getting into the fields. There were no incidents, and the troops were removed at 1000 that morning after having screened the fields only during the rush hour of the early morning.

A great stroke of luck

IN the meantime we had our first great stroke of luck. Chief of Staff Lieut. General Hussein Farid, upon receiving the tip of the informers, ordered Brigadier Hassan Hishmat, commander of the armored corps, to investigate any possible disturbances among his men. Instead of telephoning, or issuing any warning or alert, the chief of staff played right into our hands. Hishmat was captured as soon as he approached his troops' barracks, then was locked in the mess. The Cairo area commander, Major General Ali Naguib, my own brother, was arrested in the same manner. The chief of staff himself was arrested in his general headquarters,

MOTHPROOFED For the USABLE LIFE of the FABRIC



The Durable Mothproofer

WITHSTANDS WEATHERING, WEAR
AND TEAR

This Fabric is Lastingly
MOTHPROOFED WITH
MITIN

NEEDS NO SPECIAL SEASONAL CARE
NOR EXPENSIVE STORAGE

MITIN (pronounced mitten) durably mothproofed woollens are sold in over 1000 of your finest retail stores. Ask for them. Send for booklet No. 4L today.

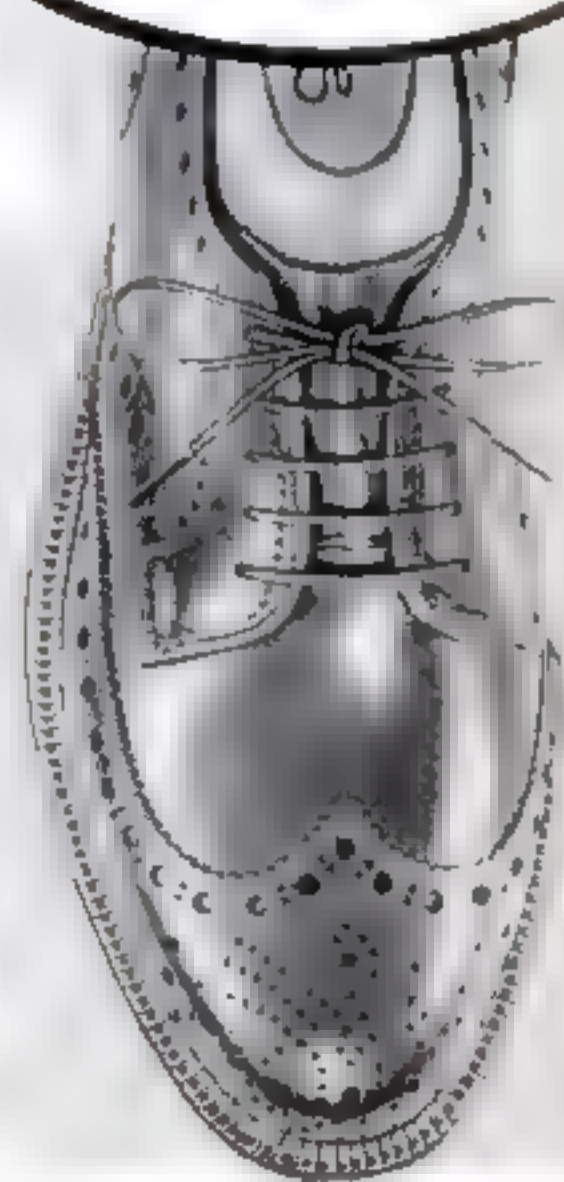
"Mitin" is the registered trademark for the patented, mill-applied durable mothproofing agent sold by Geigy Company, Inc. U.S. Patent No. 2,511,062 Canadian Letters Patent No. 464,489.

GEIGY COMPANY, INC.

89-91 Barclay Street, New York 8, N. Y.

YOU'RE the PICTURE
OF Style

You know you're well
dressed when you wear this smart brown
wingtip oxford to business or in
town. \$7.95 to \$12.95



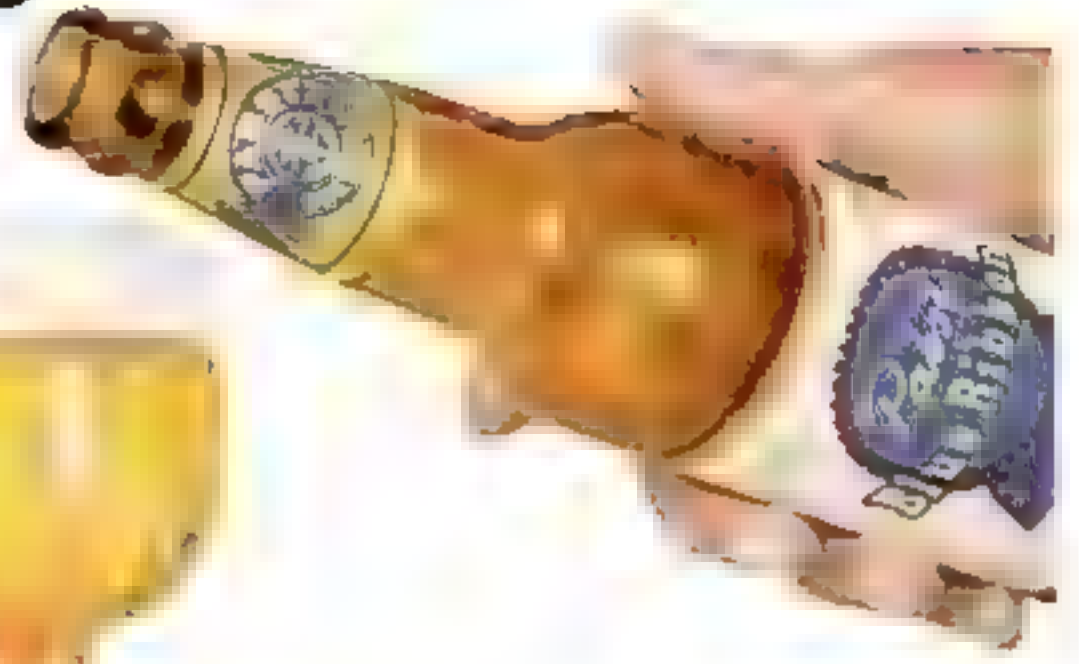
THERE'S A
Sundial Shoe

FOR EVERYONE IN YOUR FAMILY!

SUNDIAL SHOE COMPANY, MANCHESTER, N. H.
DIVISION OF INTERNATIONAL SHOE COMPANY

SAVING For ~~LABOR DAY~~ Meals

WHAT'LL
YOU HAVE?



Good food tastes better with **Pabst Blue Ribbon**
Satisfy Your Thirst for Better Beer!

FOLLOW PABST BLUE RIBBON BOXING BOUTS... EVERY WEDNESDAY NIGHT... CBS TELEVISION NETWORK. Copr. 1952, Pabst Brewing Co., Milwaukee, Wis. Trade Marks Reg. U. S. Pat. Off.

America's Softest Step

CUSH-N-CREPE

PATENTED
SOLES

ORIGINATED BY AVON

Made by experts who make only soles for good shoes — way ahead in style, comfort and service.

Cush-N-Crepe Soles are everywhere — on shoes for men, women and children. For the marvelous comfort and long-lasting smartness of genuine Cush-N-Crepe, make sure your shoes have this Solemark of Quality.



THE FASHION ACADEMY
GOLD MEDAL AWARD
for 1932

CUSH-N-CREPE soles come in **5** fashion colors



Cush-N-Crepe is the only sole to which the word cushion can legally and properly be applied. It is protected by U.S. Patents No. 2,291,213, No. 2,299,593, No. 2,283,316 and other letters patent pending.

AVON SOLE COMPANY
AVON • MASSACHUSETTS

FOR FORTY-TWO YEARS SPECIALISTS IN FINE SOLE MATERIALS • MAKERS OF AVONITE AND AVON DU-FLEX SOLES

PHILLIPS Milk of Magnesia

**GENTLE
LAXATIVE
EFFECTIVE
ALKALIZER**

Temporary constipation is usually accompanied by acid indigestion—yet most laxatives act on irregularity alone. But Milk of Magnesia does more. It relieves both conditions... gives you more complete relief. So use Phillips' Milk of Magnesia—the best laxative money can buy.



Whenever you write to **LIFE** about your subscription be sure to include your postal zone number in your address. By doing so you will save the Post Office the trouble and expense of looking it up—and your copies of **LIFE** will reach you faster.

WHEN YOU BUY

**INNERSPRING MATTRESSES
AND UPHOLSTERED FURNITURE**

Look for this Seal

All Nachman Spring Products are Tested, Inspected and Quality-Approved by the Pittsburgh Testing Laboratory.



**NACHMAN
TESTED SPRING
CONSTRUCTIONS**

NACHMAN CORPORATION, CHICAGO 39, ILL.



THE ARMY TAKES OVER as jeeps and tanks roll down a Cairo street. The coup started at midnight, and by the time the people awoke, it was all over.

STORY OF THE COUP CONTINUED

after token resistance had been put up by his sentries. Two men were but slightly wounded. There were no other shots fired in the capture of Cairo.

One incident in Phase One raised a considerable problem for the officers of the Central Committee as soon as they knew that their Plan was working. They wished to notify the foreign missions in Cairo that there was no cause for alarm, that the operation was just a long overdue housecleaning by the Egyptian armed forces. But being relatively junior officers, none had had any direct contact with any of the foreigners. Then one officer remembered an American he had met socially some time earlier. Thus, Assistant Air Attaché Lieut. Colonel David Evans, of the American Embassy, was the first foreigner to be notified by the Central Committee of the coup. It was known that Mr. Jefferson Caffery, the American ambassador, was in Alexandria, the summer capital. Had he been in Cairo, even though none of us knew him, we would have advised him personally, to reassure him, for he has been one of those men who has given his whole heart to his work here in Egypt, and—in my opinion—has become known as the best American ambassador we have ever had.

Call that came too late

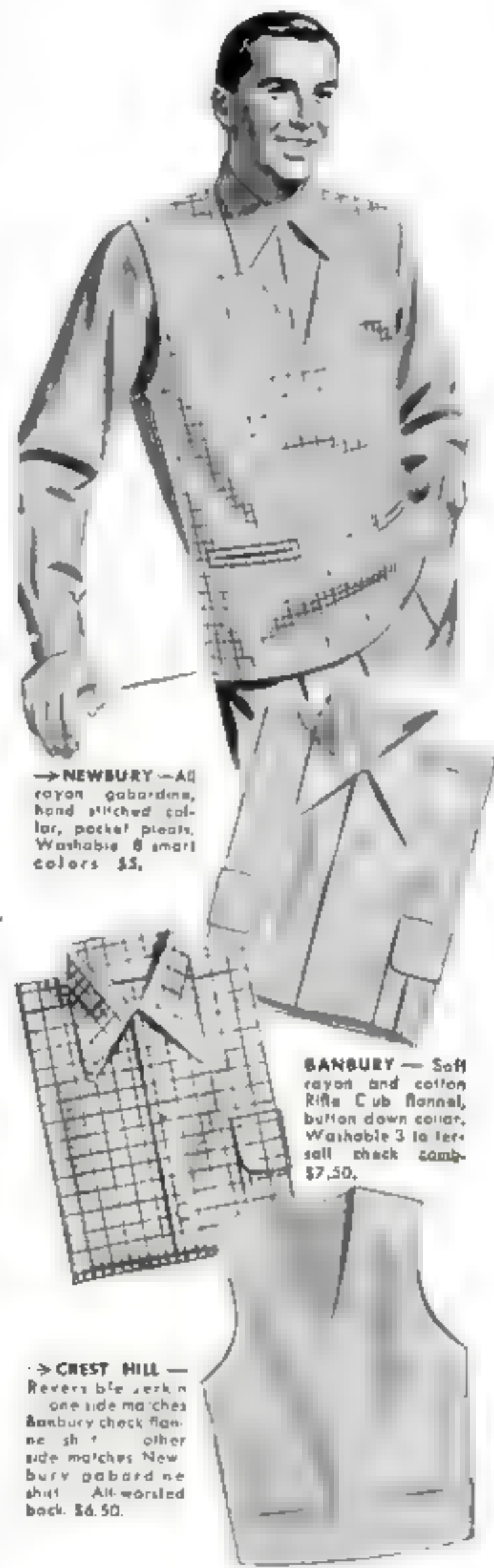
AN incident more amusing than serious occurred at 0400, Wednesday morning of July 23. I received a telephone call in my quarters from the officers of the Central Committee. They were requesting that I take over as commander in chief of the Armed Forces of Egypt. I had just accepted when the telephone rang once more. It was a long distance call from Alexandria, from Mortada el Maraghi, minister of interior in the cabinet of Ahmed Naguib el Hilaly. He said that he had heard reports of strange activities in Cairo; would I please go out to see if it might be interpreted as anything serious, then report back to him if it seemed necessary. I assured him *Huder Afendem* (Aye, Aye, Sir), then went out to take command of the coup. It really seemed like a waste of money to call back, for his cabinet fell that afternoon.

At 0720, Wednesday, July 23, it was obvious that the Plan had succeeded. Cairo was under the complete control of the Free Officers. Everything was quiet. Thus a broadcast was made in my name over the Egyptian State Radio Station, telling the population of the coup, warning any possible troublemakers that my troops had orders to shoot on sight anyone seen looting or attempting civil disturbances, and reassuring the foreigners in Cairo that their security and well-being were guaranteed. In order that there be no misunderstanding we requested that the air force supply constant reconnaissance over Cairo, as of daybreak that first morning. All roads leading into the city, from the desert and the delta, were under steady observation. Six heavy bombers circled overhead. Flights of fighter jets shrieked over the minarets of the city. It was a show of strength, just as we had made with the tanks, but, like the tanks, the planes were all armed and combat loaded. Phase One was finished.

Phase Two began immediately. A list of demands was transmitted to the throne, the most important of which was that Aly

wear 'em alone or
wear 'em in sets
sportset
by **Revere**

Indoors or out — here's the bright, new matching ensemble you can wear in a pleasing variety of combinations. Beautifully tailored, handsomely styled — it's a versatile wardrobe of the season's very latest in sportswear. Can be bought singly or in complete sets... at leading stores everywhere.



NEWBURY — All rayon gabardine, hand stitched collar, pocket pleats. Washable & smart colors \$35.

BANBURY — Soft rayon and cotton Ribs Cub flannel, button down collar. Washable 3 to 100% silk check comb. \$7.50.

CREST HILL — Revere's blue jersey one side matches Banbury check flannel shirt other side matches Newbury gabardine shirt. All-worsted back. \$6.50.

Sportswear by **Revere**

"FOR AMERICA'S UP-TO-THE-MINUTE MEN"
HOME OFFICE: MALDEN 48, MASS.

CONTINUED ON NEXT PAGE

CAVALCADE OF SPORTS

...Larry Jansen



NEW YORK

THE NEW YORK GIANTS GRABBED LANKY LARRY IN A HURRY AFTER HE WON 30 GAMES FOR THE SAN FRANCISCO SEALS IN 1946 WHILE LOSING ONLY SIX!



LARRY JANSEN'S GRACEFUL PITCHING STYLE AND EXCELLENT CONTROL MAKE HIM A PICTURE TO WATCH. HIS 23rd WIN OF THE 1951 SEASON CLINCHED THE PENNANT FOR THE NEW YORK GIANTS!

OF ALL THE RAZORS I'VE EVER OWNED, THE GILLETTE SUPER-SPEED IS THE HANDIEST AND SLICKEST SHAVING BY FAR.

Larry Jansen



IN NEW STYRENE CASE THAT SPRINGS OPEN AT A TOUCH!

LOADED WITH EXTRA VALUE!

Gillette \$1.00

And Blue Blade Dispenser With Safety Compartment For Used Blades

HERE'S THE ULTRAMODERN RAZOR THAT MAKES SHAVING FASTER AND EASER FOR MILLIONS OF MEN. YOU CHANGE BLADES INSTANTLY, ENJOY REAL SHAVING COMFORT AND DOUBLE-EDGE ECONOMY... THREE IMPORTANT ADVANTAGES THAT ONLY GILLETTE COMBINES FOR YOUR COMPLETE SHAVING SATISFACTION.

To Look Sharp Every Time You Shave, Always Use Gillette Blue Blades

Yes, men, for the best-looking shaves of your life... quick, easy and mighty refreshing... always use double-edged Gillette Blue Blades. For your extra convenience, these superkeen blades come in a handy dispenser that ZIPS 'em out ready for use and has a built-in safety compartment for used blades.

ZIP! Blade hooks on... drops in place PRESTO!



look SHARP! feel SHARP! be SHARP! use Gillette Blue Blades WITH THE SHARPEST EDGES EVER HONED

Copyright, 1952 by Gillette Safety Razor Co., Boston, U.S.A.



REGENTS FOR THE NEW KING, who is only 7 months old, are, left to right: Prince Mohamed Abdel Monem, a second cousin to Farouk, who was third in line for the throne; Dr. Bahadur Barakat, political independent and jurist; Colonel Mohamed Rashad Melhanna, one of Naguib's military group.

STORY OF THE COUP CONTINUED

Maher (ex-Pasha) be named prime minister, for he alone was thought capable of cleansing our government. It also ordered that a cleanup be made at the top levels of the army, that the constitution be retained and applied and that the entourage around the court be ejected.

Never before was the throne so prompt when dealing with the army. Ahmed Naguib el Hilaly's cabinet fell that afternoon, less than 24 hours after coming into office. Aly Maher was asked to take over the office of prime minister. We knew then, for the first time, that the power of the tyrant had been beaten. Late that night of July 23, and in the early hours of the 24th, the Central Committee and I decided to make a final effort to rid Egypt of her ills by going right to the source itself. We resolved to march on Alexandria and drive Farouk from the throne.

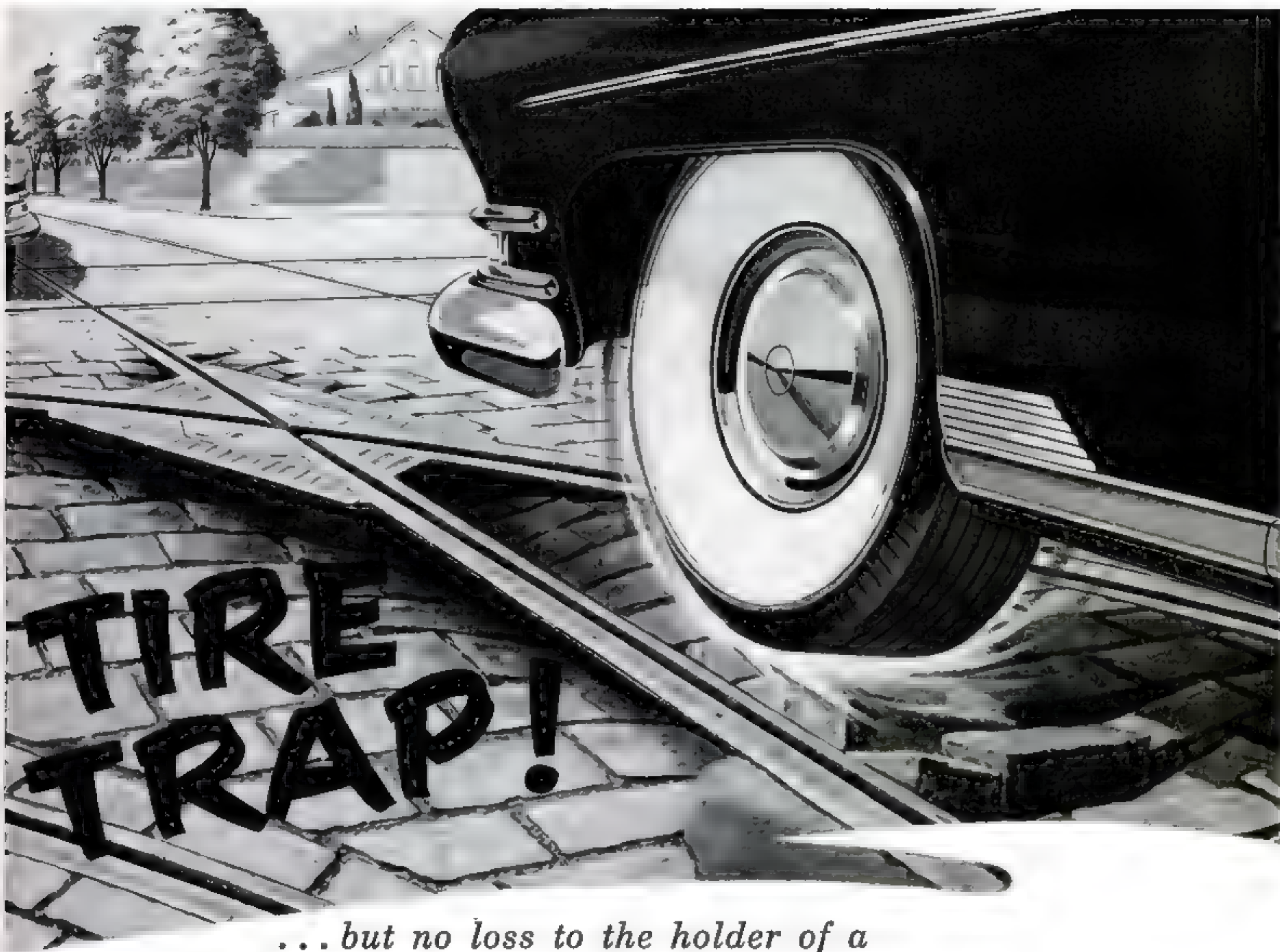
By 0700 that Friday morning of the 25th, the officer in charge of plans and operations of the Central Committee was in Alexandria scouting the terrain for the siege of the city. It was not then known in which of the two royal palaces, Montazah or Ras el Tin, the king might be found. Even the possibility that he might be living in the royal wing of the respected Fuad Hospital (where he sometimes retired to enjoy himself) was investigated. He was found in Ras el Tin Palace, but to make sure that there be no slip, at the final moment, plans were made to lay siege to both palaces.

Phase Three began. At noon I flew to Alexandria. Aly Maher had been sworn in as prime minister. My troops were constantly arriving, by rail and road, from Cairo. The army garrison of Alexandria was with us. There was neither sabotage nor interference of any kind. Zero Hour was intended for that afternoon, but some of the troops were delayed on the desert road from Cairo, so the time was switched to 0730 Saturday, July 26. During that night of July 25 two officers of the Central Committee drafted the final ultimatum to Farouk. It was to be handed him after my forces had laid siege to his palace next morning.

Z-Hour, Saturday, July 26, found my troops in position against both Montazah and Ras el Tin palaces. Farouk was in Ras el Tin, as our operations officer had reported. The order of battle was that my tanks face the palace walls, supported by infantry, supported by artillery. Such were the plans, and so were they to be carried out... except for one small mistake—but a so happy one.

An officer misinterpreted his orders. He led his infantrymen out in front of his tanks. Worse, he kept advancing his men in

CONTINUED ON PAGE 115



... but no loss to the holder of a

LEE ROAD HAZARD GUARANTY

An old, neglected trolley switch . . . some cobblestones absent without leave . . . yourself intent on traffic. Crash! Skid! Crunch! You're in, you're out. But your tire may be injured beyond repair.

But if it's a Lee Super DeLuxe you're riding on—*no loss to you!* For, no matter what the damage to the tire or its cause, your Lee Road Hazard Guaranty makes good.

For your Lee Road Hazard Guaranty is a *double* guaranty. It covers not only workmanship and materials for life; but for a full fifteen months it covers road hazard damage of any kind . . . uncondi-

tionally! Rim cuts, bruises, impact breaks, blowouts, injuries caused by faulty brakes or alignment, under-inflation or overload—your Lee Guaranty includes them all.

Only an unusual tire could rate this *double* guaranty. Only a very confident manufacturer could safely make it. You owe it to your peace of mind to ride on tires good enough to be *double-guaranteed*.

Lee dealers all over the United States—more than 19,000 of them—are ready to put Lee Tires on your car and new confidence in your heart. See your Lee dealer soon; let him show you why Lee Tires give you

Every Extra—Except Cost



1952

LEE RUBBER & TIRE CORPORATION, CONSHOHOCKEN, PA.



WM. SCHWARTZ & CO., INC., 1107 BROADWAY, NEW YORK, N.Y.
LEHIGH AVENUE & 22nd ST., PHILA., PA. • SUITE 873 MERCHANDISE MART, CHICAGO



BUSY PREMIER. Aly Maher, rushes to work, followed by his cabinet. "He alone," says Naguib, "was thought capable of cleansing our government."

STORY OF THE COUP CONTINUED

skirmish positions. O beautiful mistake! He had nearly reached the harem quarters of the palace when palace sentries in a machine gun post turned and saw the advancing soldiers. In their excitement they fired a few bursts, probably by accident, at the officer and his men who, it is said, burrowed like asps into the sand. For the following few minutes lead sang as the wind through the palace windows. Finally, only by standing alone, with outspread arms in front of his men did the officer stop the shooting. It must have been a sight indeed. Again it had been only token resistance. Six casualties for them . . . two for us—all minor. But much more important, it left no doubt remaining in tyrant Farouk's mind about the nature of our early morning call.

My command post during this last morning was in the summer general headquarters, at Mustapha Pasha Barracks. We were in constant wireless and telephone contact with the troops. At Z-hour at 0730 all plugs at that central telephone exchange had been pulled so that no calls might be made from the palace without our knowledge. Our ultimatum was to be delivered by Prime Minister Aly Maher at 0900. The time lapse of one and one-half hours was quite intentional, for we felt that it might be psychologically beneficial for Farouk to have some time for quiet thought.

Overhead Gloster Meteor and de Havilland Vampire jets, carrying rockets and 20-mm cannon, flew constant cover on the two palaces. Above them were flights of four-engine bombers loaded with demolition bombs. There was radio air-ground control at all times. We felt that he might try to slip away, either by sea or the desert road to Libya. In case he tried to escape by air another flight of Hawker Furies was alerted for interception. He remained in his palace.

At 0900 I called upon the prime minister at his official residence in the Bulkley quarter of Alexandria to give him the ultimatum for transmission to the king. Aly Maher went to Ras el Tin Palace and was admitted immediately. It was then 0915, Saturday, July 26. I returned to my command post to await word from the prime minister. His call came at 1100. King Farouk had accepted and signed an ultimatum from the Free Officers of the Egyptian army which demanded 1) that he sign his abdication of the throne of Egypt as of 1200 hours that same day, and 2) that he leave Egypt forever, as of 1800 hours that same evening. I went immediately

CONTINUED ON PAGE 158



It was years later
that Henry Jones learned

the price of a pony

"ONE GOOD THING about us is that we don't have to worry about keeping up with the Joneses. We are the Joneses!"

That was one of Oscar Jones' favorite little jokes, and my Dad said he'd heard Oscar tell it a dozen times or more. But Dad also said it didn't keep Oscar Jones from doing his best to keep up with the Smiths, the Browns and a lot of other people in town.

For instance, when one of Oscar Jones' friends bought a big house down on Church Street, it wasn't long before Oscar bought an even bigger one. When another traded in his old car for a big, low-slung foreign car, Oscar Jones went right out and did the same. And when his son Henry left for the university in 1936, nothing would do for Oscar but to send his boy off in style in a shiny new roadster of his own. I went along with Henry, and was convinced—as I'm sure everyone else in town was—that Oscar Jones was a pretty rich man.

It was during our junior year that Henry got

word that his father died. He went home for a week or so to look after things—and never came back.

As I learned afterwards, all Oscar Jones left his family was a big house they couldn't keep up, a powerful car that didn't bring much at the used car lot, and a good many miscellaneous debts that Henry and his mother were hard-pressed to pay.

I lost track of Henry Jones for quite a few years after that, so I was a little surprised to find him waiting for me when I got to my office one morning last week. After a few minutes of general conversation he looked around and said, "I was in this office once before. That was back in the days when your father was an agent for New York Life, as you are now. I was only a kid then, but I still remember it. When we started out that morning, Dad had some money with him to pay the first premium on a policy your father had sold him.

"Well, on the way down we passed a place where they had a pony for sale. I wanted that pony more than anything—and that's where the money went.

Dad wouldn't take the policy that day in spite of everything your father said.

"It wasn't until I had to leave the university that I understood why your Dad had urged mine so strongly to change his mind about the policy. Then I realized how much that pony of mine had actually cost. I decided then that if I ever got married and had a family, I wouldn't make the same mistake."

Henry and I started working out his life insurance program then and there. A couple of days later he stopped in again and handed me a check for the first premium. "I didn't see any ponies this morning," he said.

I laughed and thanked him. He grinned and said, "Don't thank me—thank your father. He made this sale for you over twenty years ago."

NEW YORK LIFE INSURANCE COMPANY
51 Madison Avenue, New York 10, N. Y.

Naturally, names used in this story are fictitious.

**SIGN
OF**



**TIRE
QUALITY**
Every Time

SERVICE

ANY TIME!



NEW
Extra-Mileage
TREAD

Your Mobilgas Dealer has 'em — Famous Mobil DeLuxe Cushion Tires with *Extra-Mileage Tread*. New process toughens tire tread... gives added resistance to cuts, bruises... adds miles to tire life. Stop in where you see the famous Sign of the Flying Red Horse — get Mobil DeLuxe Cushions!

Mobil
*DELUXE
CUSHION —* **TIRES**

SOCONY-VACUUM OIL CO., INC., and Affiliates; MAGNOLIA PETROLEUM CO., GENERAL PETROLEUM CORP.

STORY OF THE COUP CONTINUED

to the residency of the prime minister to examine the signature of acceptance on the ultimatum. It was valid and correct. Farouk was finished as the tyrant of Egypt.

Just before returning to the residency with the ultimatum, Prime Minister Aly Maher sat with Farouk in the Bab el Malek (Gate of the King) in Ras el Tin Palace. Outside, in the streets, a surprising thing was taking place. A young American, Robert Simpson, the aide to Ambassador Caffery, kept trying to force his way in his car through my cordons around the palace. He was most determined. I gave orders that he be permitted to pass. We know that he went immediately to the Bab el Malek. Farouk was apparently a beaten man. We know that both Farouk and Aly Maher were sitting alone side by side when Farouk motioned to the American and said, "Come. Come. I've never been so glad to see anyone in my life. We haven't much time. I have two things I want you to tell your ambassador." Aly Maher just sat there, with the time running out, and said not a word. He knew that our deadline of 1200 was final. Then Farouk added, "Ask him if he will do everything possible to save my life. If he does, will he come to say goodbye." Then the American left, and Prime Minister Aly Maher returned to his residence to draw up the papers of abdication. It seems rather strange, remembering how we felt about you Americans when many of your citizens were sending arms and money to Israel, but now both the throne and the Free Officers turned first to you.

Salute for the throne

BECAUSE Farouk had been king of Egypt until 1200 that day we decided to accord him full honors upon his departure, not because of him as an individual, but because of our respect for the throne. At 1735 Farouk sent Queen Narriman, his three daughters and infant King Fuad II to the waiting royal yacht *Mahroussa*. Farouk remained inside Ras el Tin where he stood waiting out his last few minutes in Egypt. With him were Prime Minister Aly Maher, Princess Faiza and her husband Ali Raouf, Princess Fawzia and her husband Ismail Sherine, the American ambassador, Mr. Jefferson Caffery, representing all foreign missions in Egypt, and his aide, Robert Simpson. We made no effort to place officers in the king's private quarters of the palace at this moment.

Farouk said goodbye to his sisters while still in the palace; then he, with Aly Maher, Mr. Caffery, Ismail Sherine and Simpson, walked to the elevator, rode down to the first floor and walked out toward the royal pier where a cutter was waiting to carry Farouk to the *Mahroussa*. The royal standard dipped and the palace band played our national anthem as he stepped out upon the pier. In true Egyptian fashion the faithful servants of the palace set up a wail of lament that must have been deafening to hear. Over it all 21 guns fired their parting, royal salute.

My officers saluted as he passed slowly along the pier. Finally, alone, he stood at the end, dressed in the gleaming white uniform of an admiral of Egypt. He apparently seemed without emotion as he stood there. His eyes were on his wristwatch. Precisely at 1800 hours he raised his eyes, stepped aboard the cutter and was carried to the *Mahroussa*.

At 1804 I arrived at Ras el Tin. A launch was waiting to carry me to the royal yacht. There, I said goodbye to Mr. Farouk.



FAREWELL TO FAROUK, a salute of 21 guns, is fired by Egyptian navy ship as the royal yacht carries him out of Alexandria harbor for the last time.



Give busy highways a wide berth—

GO PULLMAN

COMFORTABLE, CONVENIENT AND SAFE



**AND RENT-A-CAR
WHEN YOU GET THERE**

Pullman-safe comfort to take you ... and
a private automobile to use while you're
there. See your Railroad Ticket Agent.



IN OLD GRAVEYARD on Long Island, Cooke copies inscriptions for an essay on colonial history.



A HAIRCUT is given Cooke by wife. He has not been to a professional barber since he was married.



A DOTTING FATHER, Cooke reads to his 4-year-old daughter Susie. He devotes Saturdays to his

son, daughter and two stepchildren, playing records for them or taking them to Wild West movies.

A Cooke's Look at America

HOW A 'VOICE TO BRITAIN' COMES FROM N.Y.

For their news and views of the U.S. nine million Englishmen depend on a witty, urbane ex-Englishman named Alistair Cooke. Now an American citizen living in New York, Cooke interprets the U.S.A. through a daily column in the *Manchester Guardian* and a weekly BBC broadcast called *Letter from America*. Cooke comments on American politics ("it's like a fantastic game of canasta") and on such big, startling events as the Alger Hiss trial, but mostly he likes to write little, intimate essays on American manners and morals, Indians, women, sports, or whatever strikes his fancy

(p. 122). He goes to Washington twice a month and once a year he tours the country. Otherwise he works out of his Fifth Avenue apartment and his summer home on Long Island, gathering his information in a most informal way by interviewing his grocer, his maid or a cabbie in the park. His insight into the American scene has been so penetrating that he was recently given the Peabody Award, radio's highest prize, and in November the Ford Foundation and CBS-TV will present him to American audiences as emcee of *Omnibus*, one of the most ambitious programs in TV history.



A CHAT with friend (left) and wife relaxes Cooke, who makes it a rule to stop working at 6:30 p.m.



AN INTERVIEW with newspaper dealer on Second Avenue helps Cooke get man-on-the-street view.



AT TELETYPE MACHINE installed at Long Island home, Cooke files a story to England while she waits for him to go swimming. Of summers in the U.S.,

Cooke wrote: "Of all the seasons, summer is the one that drains away the fierce energies of Americans and makes them a little more limp and a lot more lovable."



When It's Travel Time
BABY GOES WHERE YOU GO

... around the neighborhood or around the world in the triple-duty

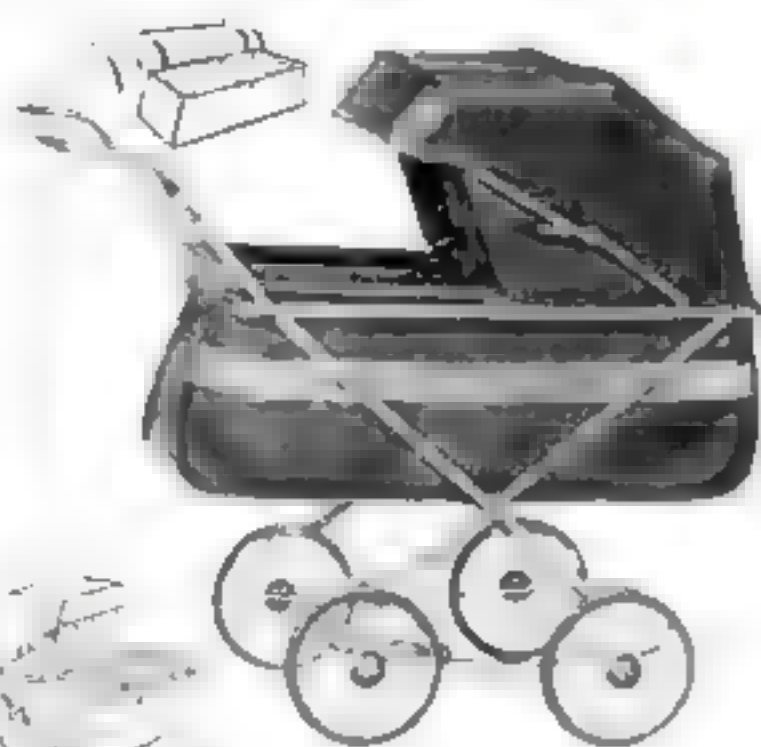
Welsh "Boodle-Buggy"
Carriage! Bassinet! Travel Bed!



LIFTS RIGHT OUT



GOES IN THE CAR



AT ALL LEADING STORES

Save the cost of renting a crib... take your own travel bed wherever you go! Packs and stores easily in auto, train or plane!



WELSH COMPANY

World's largest manufacturer of folding baby carriages
1535 S. EIGHTH ST. ST. LOUIS 4, MO.

Mexico

Enchanting Fiestalands



Come and relax where warm cloudless days prevail. Revel in the lure and romance of the tropics. Thrill to the sights of marvelous ancient ruins and beautiful fiestas.

Splendid hotels assure you maximum comfort; superb restaurants the finest cuisine.

And, vacationing in Mexico is so inexpensive.

Your travel agent will tell you!

Dirección General de Turismo

Mexico D.F. Av. Juárez 89
New York 8 West 51st Street
Chicago 333 North Michigan Ave.
Los Angeles 511 West Sixth St.
San Antonio 518 W. Houston

Thorobreds all!

GINGER ALE
SPARKLING WATER
ORANGE SODA
VINEYARD PUNCH
COLA • ROOT BEER
BLACK CHERRY
TOM COLLINS MIX
and many others



"Made in America -
Best in the World"

Cooke's Look CONTINUED



AT A GENERAL STORE on Long Island, Cooke goes through the morning papers. He starts writing column about noon, is usually through by 1:30 p.m.

COOKE-ISMS ON THE U.S.

ON THE DEMOCRATIC CONVENTION. You may recall that the Democrats promised to have a "streamlined" convention. . . . But . . . the 1952 model looked like the old Democratic model of 1948, and surprisingly like the new 1952 Republican convertible: fenders dented, the left wing holding the right wing shaky and near to collapse.

ON BECOMING MIDDLE-AGED. The first time a pretty girl calls you "sir" is of course a catastrophe. When I met Ginger Rogers, she called me "Sir." I've never thought much of her as an actress ever since.

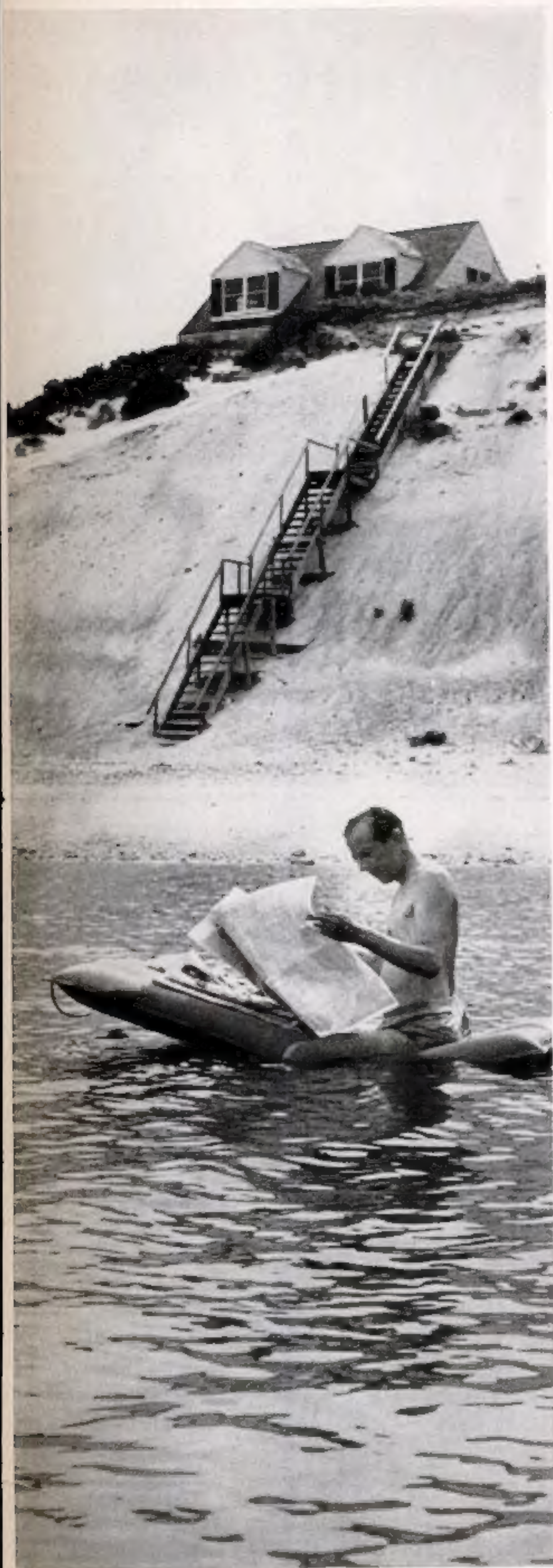
ON AMERICAN INCENUITY. When the Industrial Revolution hit America, it was not regarded as the special property of engineers and working men; it was something that helped everybody with the mechanics of living. You no more thought of a motor car or a refrigerator as the specialty of housewives and engineers than you think of food as the specialty of a nutritionist. The result is that Americans talk less about their gadgets than the Europeans, who waste much of their leisure bemoaning them as vulgar temptations snaring you away from the life of the spirit.

ON GROWING UP. Maturity is a fighting word with Americans. Being one of the boys is more of a compliment.

ON AMERICAN ORATORY. It is very striking to a foreign newsman how Americans . . . have retained and even improved on the pulpit, voice-of doom manner which died in Britain, for instance, around the turn of the century. I once took an Englishman into the Senate, and he listened to a famous American, who was not sore at anybody or worried about anything. The Englishman . . . whispered after a while, "Is he all right?" I reassured him that the senator was in rude health, but that being a senator it was almost compulsory for him to sound like the Book of Job.



NEAR CENTRAL PARK Cooke observes couple in surrey with fringe on top. His broadcasts have recently been collected into book, *One Man's America*.



EVEN ON A RAFT Cooke follows the news. When he saw this picture, he groaned, "What a horselaugh this'll give the boys in the National Press Club."

SNACK TIME!



Happy thought—never a dish to wash thanks to SERVISET—now in the inexpensive EXTRA VALUE pack. "Morning Glory" is one of 19 beautiful patterns in matched paper plates, Handi-Handle® cups, napkins and tablecover.



Look also for "Purity"® paper tableware. BIG PAK for everyday use!

SUTHERLAND PAPER COMPANY • KALAMAZOO, MICHIGAN

From Ernest Hemingway To the Editors of **LIFE**

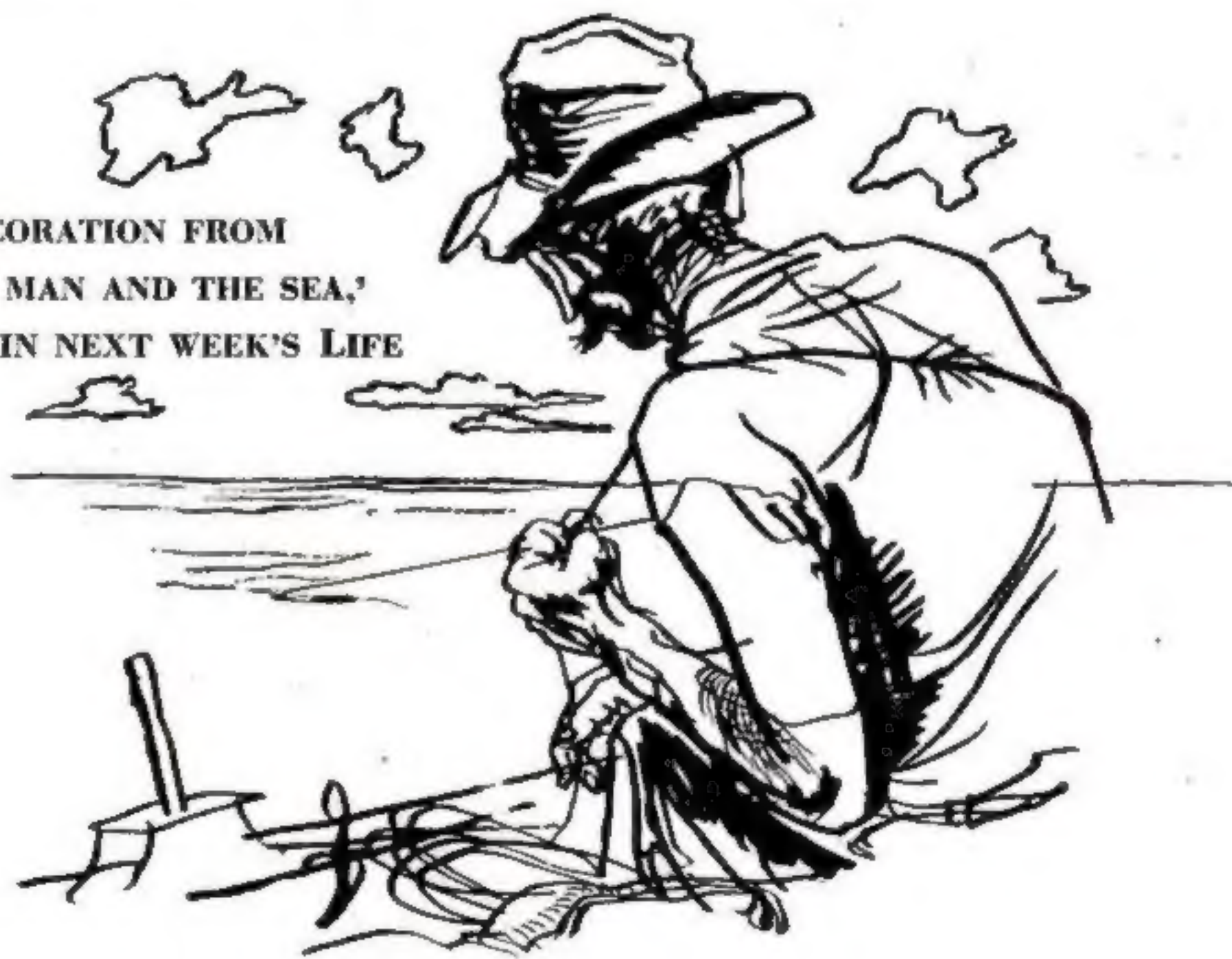
"I'm very excited about *The Old Man and the Sea* and that it is coming out in LIFE so that many people will read it who could not afford to buy it. That makes me much happier than to have a Nobel Prize. To have you guys being so careful and good about it and so thoughtful is better than any kind of prize. . . .

"Whatever I learned is in the story but I hope it reads simply and straight and all the things that are in it do not show but only are with you after you have read it. . . .

"I had wanted to write it for more than 15 years and I never did it because I did not think I could. . . . Now I have to try to write something better. That is sort of rough. But I had good luck with this all the way and maybe I will have luck again. . . .

"Don't you think it is a strange damn story that it should affect all of us (me especially) the way it does? I have had to read it now over 200 times and everytime it does something to me. It's as though I had gotten finally what I had been working for all my life. . . ."

A DECORATION FROM
'THE OLD MAN AND THE SEA,'
TO APPEAR IN NEXT WEEK'S LIFE



WE are not in the fiction business. Since 1936 we have worked hard to present a round account of what goes on in the world by means of photographs and whatever words were necessary to explain them, and we hope to go on doing so for a long time. But like all men and women we can be moved. We have been deeply moved, and suddenly it seems not only permissible but almost necessary to break our tradition. Ernest Hemingway has finished a magnificent new piece of fiction, so compellingly good that we have no choice but to open up a special 21-page space in the magazine and print it.

Hemingway's work is a 27,000-word novel called *The Old Man and the Sea*. It is the story of an old Cuban fisherman who, after nearly three months of bad luck, ventures miles out into the Gulf Stream alone and hooks a giant marlin, larger than any he has ever seen, larger even than his own boat. It is a story of struggle, of a great hunter against a great quarry, but through it Hemingway tells the much greater story of human endurance

and dignity in the face of savage opposition from fate and nature.

In next week's issue, in time for you to read it during the last long weekend of the summer, LIFE will publish *The Old Man and the Sea* in its entirety, exactly as Ernest Hemingway wrote it, for the first time anywhere in the world. On Sept. 8 it will be published in book form by Charles Scribner's Sons, and it will be one half of the Book-of-the-Month Club's dual selection for September.

The Old Man and the Sea is full of wonderful excitement. It bursts out of Hemingway's letters to us (above) and fills the mind of everyone who has seen the manuscript. Some of you will be excited by the story itself, some by its meaning and some by the triumph of the writer. In any case few will disagree with Author James Michener (*Tales of the South Pacific*), who last week read a set of galley proofs and summed up his feeling so: "Old Man Hemingway has produced a masterpiece and won back the championship. He's still the pappy of us all."—THE EDITORS



*"... We moved out on the porch
and hashed the ball game over ...
Jim still said he should have bunted
... Sally said he was right to swing at it ...
then we all allowed the game was history
... that it was time to bring out the Schlitz."*



Schlitz is the beer that looks, acts, and tastes the way most Americans like beer.

Sprightly stand-up character, that comes from Schlitz know-how in handling the sensitive ingredients of beer.

That clean taste—that matchless flavor—that subtle tang that comes from just the kiss of the hops.

No wonder more people prefer (and buy) Schlitz than any other beer.

If you like beer you'll love Schlitz



© 1952
JOS. SCHLITZ BREWING CO.
MILWAUKEE, WIS.

The beer that made Milwaukee famous

Copyrighted material

Why did you change to Camels, Patrice Munsel?

"As an opera singer, I must think of my voice and throat. My cigarette must be mild..."

PATRICE MUNSEL, Metropolitan Opera Star



"By smoking only Camels for 30 days, I found Camels suit my throat—and taste grand!"



**SMOKE ONLY CAMELS FOR
30 DAYS...SEE FOR
YOURSELF HOW WELL**

Camels
agree with
your throat!

IT MAKES SENSE to see how well a cigarette suits your throat, *pack after pack*. So, for 30 straight days, test the cigarette that more people enjoy than any other — *Camels!*

Your "T-Zone" will tell you how mild Camels are, how well they agree with *your* throat *as your steady smoke!* You'll see how flavorful, how enjoyable a cigarette can be!

R. J. Reynolds Tobacco Co., Winston-Salem, N. C.



Test Camels in your "T-Zone"—T for Throat, T for Taste—see why

Camel is America's most popular cigarette—by billions!